

The **NATIONAL UNDERWRITER**

Life Insurance Edition

PAYS FIVE WAYS

Our new Career Contract pays Career Underwriters five ways:

- 1.** Standard first year commissions.
- 2.** Expense allowance of 15% to 25% of first year commissions earned each month, plus extra first and second year renewals.
- 3.** Five per cent renewals to the tenth year.
- 4.** Continuous service fee after tenth year.
- 5.** Contributory Pension Plan and cash awards for App-A-Week Membership.

Write Agency Department for details.

**The
MIDLAND MUTUAL LIFE
Insurance Company**

250 East Broad Street
COLUMBUS 16, OHIO

FRIDAY, APRIL 15, 1949

Congratulations
BILL EARLS
for a job well done!



THE upper photograph shows The Connecticut Mutual's President, Peter M. Fraser, presenting to General Agent William T. Earls, Cincinnati, (right) the President's Organization Trophy for the best Company record of sound agency building and development in 1948. The four general agents pictured below had outstanding records and were runners-up to Mr. Earls.

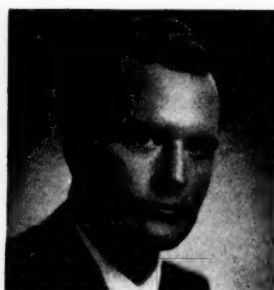
William T. Earls, C. L. U., joined the Connecticut Mutual as General Agent in Cincinnati in 1940 after nine years as an outstanding personal producer. Just before joining the United States Navy in 1942, he became a life member

of the Million Dollar Round Table. He was discharged from the Navy a Lieutenant Commander in 1945. That year the Cincinnati Agency produced \$2,600,000, and in the first postwar year under Bill Earls again, production rose to \$6,000,000. In 1947 and 1948, the Cincinnati Agency ranked fourth in production among the Company's 75 agencies.

The entire Connecticut Mutual organization joins President Fraser in congratulating William T. Earls, the four runners-up and all the members of their agencies for jobs well done.



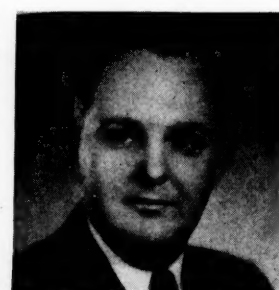
The EDELSTEIN AGENCY
Chicago
J. MILTON EDELSTEIN
General Agent



The HARTFORD AGENCY
RALPH H. LOVE
General Agent



The PORTLAND (Ore.) AGENCY
J. C. F. MERRIFIELD
General Agent



The TOLEDO AGENCY
FLOYD A. ROSENFELT
General Agent



The **CONNECTICUT MUTUAL**
LIFE INSURANCE COMPANY • HARTFORD

Group Insurers Fail to Cultivate Labor Properly

Conciliator Warns That New Union Powers Cannot Be Ignored

A man who spent 10 years presiding from a neutral vantage point over labor and management arbitration on employee benefit considerations, is of the opinion that the insurance companies make a mistake in failing to cultivate labor unions somewhere near as closely as they do management. D. D. Hammond, from 1939 to 1949 was a conciliator for federal mediation and conciliation service. A few months ago he joined the Florsheim Shoe Co. at Chicago as director of industrial relations. He was invited to express his personal views by the group supervisors section of Chicago Association.

Mr. Hammond opined that now when it is obvious that the unions have as much to say about employee benefit plans as employers, it is a mistake for insurance companies to treat only with employers and to identify themselves strongly with employers in union negotiations without making an attempt at least to reach some understanding with the unions. He admitted that it is no easy matter for an insurance company to please both sides. He made it clear that he was not pretending that an insurance company could perform its function without dealing extensively with management. He put his finger on a very difficult situation which exists in labor negotiations for group insurance men. Frequently the insurance company which initiates the employee benefit idea with management is, because of this its very identification with management so unpopular with labor that it has no chance of writing the plan and some third company steps in and is awarded the business as a compromise. Mr. Hammond admitted that the labor prejudices are very strong and said that all insurance people can do is try to keep them to a minimum. He intimated that if the identification of private insurance with management should be come much more of an anathema to labor, government insurance might become the only form acceptable to labor.

No Attempt to Know Labor

He illustrated his point that one reason insurance companies and labor often do not get along over the bargaining table is that the insurance representatives make no attempt to reach an understanding with labor representatives. He cited a current federal conciliation case at Chicago where 20,000 employees are involved in a hospitalization insurance wrangle involving an insurance company and Blue Cross. Blue Cross has pursued a unilateral course all along, having dealt only with labor. The insurance company has dealt only with management. Neither Blue Cross nor the insurance company have made any attempt to ease the impasse by crossing over to the other side and attempting to deal with the opposite party. This, despite the fact that the employer has made no objection to having the insurance company approach labor and the

(CONTINUED ON PAGE 21)

Hopes Dashed for Early Terminal Date on NSLI

WASHINGTON — Life insurance hopes that National Service life insurance would be closed to entrants soon were dashed when the House armed services subcommittee considering the pay-retirement-benefit bill recommended by the Hook commission decided to eliminate its Title V.

That title would have closed NSLI to future entrants and substituted a \$10,000 death benefit in case of all armed services members. This elimination means continuance of NSLI and death gratuity equal to six months' pay. Subcommittee action would limit the bill to pay and physical disability retirement provisions.

The subcommittee decided the Hook bill was too big and complicated to get action on within a reasonable time. Opposition was reported to NSLI elimination. Subcommittee decision is subject to review by the full committee and the House.

Meeting Program Given for Life Insurers Conference

The annual meeting of the Life Insurers Conference to be held at Boca Raton Club, Boca Raton, Fla., April 27-29, will feature company publications, home office costs, legislative programs, and open forum sessions.

The convention will open with a welcome by E. L. Phillips, president of Gulf Life and past president of the conference. Following a general business session company publication award winners will be announced. This is the first time that the association has introduced such a feature, and it has produced much interest and a widespread participation. Make-up and planning of company publications will be covered in an address by James A. Pierce, director of publications John Hancock.

During the second morning session, there will be addresses on "Office Management at Its Best," by Frank L. Rowland, executive secretary Life Office Management Assn.; "Some Thoughts Today," by B. N. Woodson, executive vice-president Commonwealth Life; and "Legislation in Process," by Eugene M. Thore, general counsel Life Insurance Assn. of America.

Commissioner Larson to Speak

The third morning session will open with an address by Commissioner Larson of Florida, president of the National Assn. of Insurance Commissioners. A two-hour open forum session will follow, with a panel of association executives, among whom will be James E. Rutherford, executive vice-president National Assn. of Life Underwriters; E. H. O'Connor, managing director Insurance Economics Society; Charles J. Zimmerman, associate managing director L.I.A.M.A.; John P. Hanna, executive director Health & Accident Underwriters Conference, and Arthur C. Daniels, executive assistant Institute of Life Insurance.

Entertainment in Afternoons

The afternoons will be open for special committee work and an entertainment program, including a golf tournament, steak fry, and the traditional past presidents' banquet. Preceding the banquet there will be a Florida welcome party, with the nine Florida member companies as hosts.

Ky. Associations Back Moss for N.A.L.U. Secretary

LOUISVILLE—W. Ray Moss, Louisville general agent for Connecticut Mutual, has been unanimously endorsed as a candidate for secretary of the National Assn. of Life Underwriters by the Kentucky Life Underwriters Assn. and all Kentucky local associations.

A. L. Atcheson, New York Life, Lexington, president of the Kentucky association, heads the sponsoring committee. Other members of are N. W. Floyd, Penn Mutual, president Louisville association; Joseph Weill, Mutual Benefit, Owensboro, state national committeeman; E. W. Baker, manager John Hancock, Louisville, former N.A.L.U. trustee; Marshall Roberts, manager Reliance Life, Louisville, president Louisville General Agents and Managers Assn., and Tom E. Lipscomb, general agent Penn Mutual Life, Louisville, and past-president Kentucky association.

Mr. Moss, who has long been prominent in National association affairs, is now serving the first year of his second two-year term on the N.A.L.U. board of trustee. He is a past president of the Kentucky association and is presently chairman of the N.A.L.U. committee on state law and legislation.

The committee points out that Kentucky has not had an N.A.L.U. officer since the days of Henry Powell some 40 years ago.

Prudential Ups Tatlock, Lynch

H. Woodruff Tatlock, 2nd vice-president, has been elected treasurer of Prudential and will have immediate responsibility for the administration of the treasurer's department under Robert M. Green, vice-president.

William P. Lynch has been elected 2nd vice-president. John Ferris, 2nd vice-president, is assuming responsibility for administration of the agencies service department under Vice-president Orville E. Beal, replacing Mr. Tatlock. Howard A. Austin, Jr., was promoted to director of field training to succeed Mr. Lynch.

Mr. Lynch started with Prudential 12 years ago as agent in Jersey City. He has been at the home office since 1947 and is a C.L.U. He will supervise district office operations in north central states and in Canada.

Mr. Austin, who has been Mr. Lynch's assistant, served as an agent and assistant manager in Kansas City from 1938 to 1946 except for five years as a naval officer.

Suicide Amendment Failed

The sane-or-insane suicide exclusion amendment to the New York insurance law did not pass the legislature, as reported in last week's issue. It reached the third reading stage in both houses but wasn't passed.

State Mutual Correction

In the March 18 edition of THE NATIONAL UNDERWRITER, the group term life in force and increase in group in force were shown incorrectly for State Mutual Life. In force at Dec. 31 was properly \$79,902,999 and increase in force \$43,545,139.

Lee F. Reck has joined State Mutual Life as associate general agent at Toledo. He has been in life insurance in Toledo for several years.

Harrison Opposes N. Y. Life Entry into Group, Pensions

Efforts at U.S. Control Make Bids to Boost Size Dangerous, He Warns

NEW YORK — Companies have reached the point where they are suspicious of size, George L. Harrison, chairman of New York Life, said at the company's 104th anniversary dinner in New York City.

Mr. Harrison said he was opposed, at least for the present, to the company's entry into the group or pension trust fields. He said the company's management has a big enough job in administering \$4½ billion in assets and \$9½ billion insurance. "We won't become smaller," he said, "but we'll maintain and emphasize quality. By doing that it is inevitable that we will continue to grow."

Says Investigators Want Control

Referring to the proposed congressional investigation he said he was certain there would be one, he doesn't think the investigators are interested in facts alone.

"They want control," he said, "feeling that the dissipation of regulation throughout the 48 states makes it less effective than federal control would be. Some even want to own or socialize the business," he stated. "It would be very dangerous for us to go out and write new forms of insurance just to grow larger."

Plenty of Facts Available

"If Congress is interested in facts, there are plenty of them available through the 48 insurance departments, the Institute of Life Insurance, or from the companies. Facts are more easily obtainable from the insurance business than from any other," he said.

The situation calls for an increased sense of responsibility to policyholders and continually improved service to them, he declared.

Mr. Harrison's familiarity with the Washington situation is regarded as giving his views special significance.

N. Y. Life Holds 3-Day Agency Cashiers' Course

New York Life held a three-day educational conference attended by 47 branch office cashiers at the home office at New York. John H. Lane, director of branch office administration, arranged the event. Officers who spoke included George L. Harrison, chairman; Devereux C. Josephs, president; Clarence J. Myers, executive vice-president and Dudley Dowell, vice-president.

Gardiner on French Lick Card

Harold W. Gardiner, educational director of Northwestern Mutual, has been added to the program of the mid-west management conference. The conference, sponsored annually by the Indianapolis General Agents & Managers Assn. will be held at French Lick Apr. 28-30.

Numerous Changes Feature 1949 "Little Gem" Chart

By LOUIS H. MARTIN

An almost infinite number of useful, up-to-date and effective answers, to the myriad of questions about the facts and figures of life insurance that arise in the daily work of a field man, are provided in the new 1949 "Little Gem" life chart, recently published by The National Underwriter Company. In 768 pages, 64 more than last year, this great storehouse of factual information offers a very broad background of essential data concerning 202 life insurance companies, whose combined business represents some 98% of the life insurance in force today. All of this helpful material is presented impartially and in easy-to-use form.

So many new practices, new plans, and new dividend scales, as well as numerous other changes, have been made by the companies since last year, that well over 500 pages contain changes from the 1948 edition, indicating the vital importance of new up-to-date information in 1949. Following the hurried revisions occasioned by the Guertin laws last year, most companies have now completely rearranged their setup in line with new CSO basis. Having always specialized in presenting not only the most useful but most widely needed facts and figures, the new "Little Gem" is undoubtedly the most effective answer to the fact and figure problem of fieldmen working under today's conditions.

For each of the 202 companies, the 1949 "Little Gem" provides an analysis of the companies' ordinary contract, covering both the contractual provisions, and practice as well, accompanied by up-to-date rates for a wide variety of 12 to 48 or more contracts, including family income, preferred risks, retirement forms, term, disability, double indemnity and intermediate. Current cash values, beginning with the first year available and including those at the retirement ages of 55, 60 and 65, are also shown along with the incomes payable under present day options. Comprehensive dividend and cost data for as many as 20 years (both present scale and actual history) is provided for participating companies with detailed summaries for 10 and 20 years, both on the basis of assuming the policy is not surrendered and assuming it is.

Has Seven Major Sections

In the front, some 30 pages supply highly significant financial and operating figures on 245 companies. This is the first of seven major sections and precedes the policy-rate-value-cost data on "ordinary" contracts, in which settlement options for current contracts are also covered. A large special programming section of the "Little Gem" provides an extremely comprehensive treatment of the incomes payable under settlement options. This covers both current issues and those of previous years back to 1910, so that all the essential figures on options are provided for practically all life insurance in force today. Also shown here are the values of paid-up policies, and the rates of interest payable on policy proceeds.

Supplementing the above mentioned programming material, the new "Little Gem" also contains over 40 pages of valuable CSO tables of minimum cash values and reserves, on both the level premium and commissioner's reserve valuation method. Values are also shown for ages 55, 60 and 65. The CSO mortality table introduces this section, which also includes American Experience 2½%, 3% and 3½% tables to assist in programming older policies.

Smaller special sections are devoted to juvenile insurance, immediate annuities, social security, National Service life insurance, and savings bank insurance.

Of special interest to the agents of

combination companies, is the new "Little Gem's" broad treatment of industrial insurance. Here the contracts of some 47 companies are analyzed, not in code form, but in a manner similar to ordinary contracts. The major subjects covered in this very broad analysis of weekly premium contracts include cash value, disability, dividends, double indemnity, exchange, extended insurance, facility of payment, grace, incontestability, paid-up value, payor clause, reinstatement and suicide. Rates, values and infantile death benefits are also shown for a large number of popular plans. All information on industrial insurance is given at the very back part of the "Little Gem" so it is easy to find quickly.

Facts and figures, such as presented in the new "Little Gem" are always powerful in selling life insurance, especially in times like these. Sizable commissions often hinge on the ability to give the proper answer promptly. Field men never know in advance when a particular answer will be all important. Because the "Little Gem" provides such a broad background of these necessary answers, all presented in concise standardized form that is easy to understand, more life insurance men purchase it every year than any other reference book of its kind in the field. Shipments of the many thousands of advance orders for "Little Gems" are now being made as rapidly as possible, in sequence as ordered. It takes several weeks to complete all deliveries. Selling singly at \$3.50, and in quantities of six or more at \$2.80 each, additional copies may be ordered from The National Underwriter Company, 420 East Fourth street, Cincinnati, or from any National Underwriter office.

Speakers Discuss Values and Trends at Indiana Meet

The average life insurance owned per family in Indiana is \$4,500, Horace R. Smith, Connecticut Mutual superintendent of agencies, told the Indiana caravan sales congress. While 20th in population, the state is 13th in average life insurance owned.

Hilbert Rust, Insurance R. & R., and William V. Hawkes, Metropolitan's Waterbury, Conn., manager, also spoke at the session.

Citizens of the state bought a total of \$373,527,000 new life insurance in 1948 bringing it to a high of over \$5 billion in force Mr. Smith said. Yet last year 36,005 residents of the state died leaving life insurance of \$32 million with an average death claim of \$917.

Insurance Permits Risks

When an adequate life insurance program has been established, a man is in a position to go into risk investments with some security to his family, Mr. Rust declared. In this manner agents serve the family and the individual and at the same time free large sums of money for risk capital which is vital to provide work.

The form of economic protection given by life insurance in this country is far from reaching the saturation point, as last year the national income was \$224 billion—\$23 billion more than the total of life insurance in force, Mr. Hawkes told the group.

Among other speakers was Ray T. Wright, Provident Mutual, Lawrence Kan., N.A.L.U. trustee, who declared that the life insurance business is founded upon personal initiative and free enterprise and in the interest of the American people who own policies insurance men intend to keep it that way.

N. A. L. & C. to Cover Unpaid Installments of Investors' Group

Arrangements have been completed by North American Life & Casualty

and Investors Diversified Services, under which purchasers of I.D.S. investment certificates will have the option of including life insurance to cover the amount of deferred installments. Investors Diversified Services is the former Investors Syndicate of America. It adopted the new corporate title March 30.



H. P. Skoglund

The plan provides purchasers of investment certificates of the company series 6, 10, 15, and 20 the privilege of applying to North American for life insurance on a reducing term basis to pay unpaid installment payments to maturity of the certificate in event of premature death.

Is Like Mortgage Redemption

Effect of the arrangement is to make investment certificates issued by Investors Diversified Services self-completing in the event of death of the purchaser in the same manner as is accomplished under mortgage redemption or creditors insurance which has been written in increasingly large volume on both an individual and group basis in recent years, according to President H. P. Skoglund of North American.

The company will issue its regular individual mortgage redemption contract in which the amount of insurance automatically adjusts itself downward as the outstanding indebtedness is amortized.

The program represents an enlarged extension of the usefulness of life insurance as an instrument of security and protection in a major installment field, the company points out. Paramount in importance in the opinion of the contracting parties is the fact that guaranteeing completion of an individual's investment program will at the same time guarantee educational advantages for the children when an individual's long range plans are disrupted by untimely death.

Investors Favor Plan

A large percentage of prospective investors favor the insurance, according to preliminary samplings of opinion. All applications will be individually underwritten, with the company retaining all rights of selection. This includes the right to reject any application and to require a medical examination of any applicant.

North American plans to extend its operations into most of the states to coincide as largely as possible with the Investors Diversified Services' pattern.

Sponsors Career Broadcast

Mutual Benefit Life cooperated with the Junior Achievement movement to present a program on life insurance as a profession over station WNJR, Newark. Two Mutual Benefit officers answered questions on life insurance work put to them by a panel of teen-age youngsters who, as members of a Junior Achievement company, sold a series of radio programs on vocational opportunities to business firms in the Newark area. John J. Slowey, assistant controller, and Harry Petty, assistant secretary, represented Mutual Benefit.



CONGRATULATIONS, LIC

Commonwealth again pays tribute to the Life Insurers Conference and extends heartiest congratulations to its officers for the outstanding work the conference has done and is doing.

Recognizing the influence for good which the Life Insurers Conference exerts on the industry and particularly the increasingly effective efforts of the Conference in the field of Weekly Premium Insurance, Commonwealth pledges its continued support to this organization.

We feel that in establishing and helping to maintain high principles of operation in the weekly premium field, and stimulating that good competition which is the life blood of the industry, the Life Insurers Conference serves a vital function in the life insurance industry.

Insurance in Force — February 28, 1949 — \$399,976,812

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

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Prudential Accuses UOPWA of Stalling to Delay Run-Off

Calls This Aim of "False and Unfounded" Labor Practice Charges

NEWARK—In view of statements made by the United Office and Professional Workers union of CIO which Prudential has termed "false and unfounded," the company has sent the following letter to its industrial agents:

"Following announcement of results of the election of March 18, we told you we would do everything in our power to bring about an early run-off election. That still is, and will continue to be, our objective.

"On the other hand the UOPWA is adopting the familiar Communist tactics of delay and obstruction. It is using every device available to prevent an immediate election.

"It obtained one adjournment, from April 4 to April 6, of the labor board hearing at which arrangements for the election would have been made. Failing to obtain further adjournments, it has now filed baseless unfair labor charges against the company with the labor board to take advantage of the board's usual practice of not conducting elections while such charges are pending.

Protests to NLRB

"The company is doing its very best to prevent the delays which UOPWA is seeking. The company's counsel yesterday filed a very strong protest with the board, in which he said:

"On behalf of the Prudential Insurance Company of America, I wish to lodge a most vehement objection to the actions of the UOPWA this day in filing unfair labor practice charges and objections to the recent election merely for the purpose of obtaining a delay of the impending run-off election. . .

"UOPWA is obviously dissatisfied by its poor showing in the recent Prudential election and desires to force the board to hold the Hancock election before a Prudential run-off. . .

Asks Board to Thwart Abuses

"I fully realize that the board is not responsible for the action which a party may choose to take in bad faith. However, I sincerely believe that the board must now act in a manner which will prevent an abuse of its own procedures. Obviously the UOPWA is relying for delay upon the time required for the board's representative to read the papers filed by the union, run down baseless allegations, and prepare recommendations to Washington. If UOPWA succeeds in obtaining even a short delay, they will have accomplished their purpose solely by abusing board procedures. . .

"I respectfully urge the board to do all within its power to frustrate this attempt to tamper with its procedures. I am prepared in a matter of hours to submit any facts the board may require to dispose of these charges and objections. I urge the board to use its great powers to compel the UOPWA to produce its alleged proof in an equally brief period of time. Under the circumstances, I feel justified in urging the board to reach a final disposition within a matter of hours after the board is empowered to act thereon.

"I should like to draw the board's attention to the fact that Prudential agents have been deprived of collective

(CONTINUED ON PAGE 21)

Confirm Perlet to Take C. of C. Post

WASHINGTON — H. F. Perlet, who has been in charge of the rating section of the Ohio insurance department since 1947, will become assistant manager of the U. S. Chamber of Commerce insurance department June 1. He will assist A. L. Kirkpatrick, manager of the department, and replace H. E. Hilton, who resigned recently. This move has been rumored for some time.

A member of the Illinois and Ohio bars, Mr. Perlet went with Ohio Inspection Bureau at Columbus in 1938 as an engineer. Following war service with Army-Navy Explosive Safety Board, he went to Chicago in 1945 with Western Actuarial Bureau. On his return to Columbus in 1947, he organized the rating section of the insurance department and has been a leading figure nationally in the development of administration of the new fire and casualty rate laws. His work won him recognition among insurance men in and out of Ohio and he reportedly has been sought after by other state insurance departments.

Says Small Estates Need Liquidity, Too

Disaster to estate plans often comes from failure to recognize that sufficient liquidity to meet cash demands during administration is as important in a smaller estate as in the huge one, R. W. Hilgedag, tax and estate-planning attorney, Indianapolis, told the trust conference of the Indiana Bankers Assn. in Fort Wayne April 11.

Mr. Hilgedag spoke on estate planning, citing case studies to indicate the various applications of life insurance in strengthening estate assets and in preventing forced liquidation to meet taxes and administration costs.

New Wis. UCD Bill Taxes Workers Only

MADISON, WIS.—Another bill providing state health insurance has been introduced in the state senate by Sen. Padrut and would set up a state-administered system with the cost financed entirely by compulsory contributions of employees. Payments would be collected as under social security. The program would be administered by the unemployment compensation department of the state industrial commission.

The bill, endorsed by the State Federation of Labor, would have employees contribute on the basis of 1% of the first \$3,000 of earnings annually through payroll deductions made by employers. The maximum individual contribution would be \$30 per year, and it is estimated that the fund on the basis of present payrolls would produce \$18 million annually. Deductions would start Jan. 1, 1950.

Payments to workers, to start in September, 1950, would include maximum benefits of \$24 per week for 14 weeks, or approximately 50% of the average weekly wage paid in the state.

The Laird bill calls for cash benefits for non-occupational accidents and sickness, paid by a joint contribution of employee and employer for private carrier or self-insured coverage. The Gade measure contemplates a 1% payroll contributions by both worker and employer to provide a \$36 million sick benefit fund.

Thomas in New Cal. Post

Joseph D. Thomas, assistant counsel at Los Angeles for the California department, has been appointed assistant chief of the compliance and legal division of the department, to succeed Donald R. Luckham, resigned. Mr. Thomas has been with the department for more than 10 years as document examiner and assistant counsel.

Unexpected Values

One of our California underwriters, in 1937, wrote a 30-Year Endowment for \$1,000 on the life of a youngster aged 10. Premiums were paid regularly by the insured's uncle. In 1948 a \$300 loan was taken to help defray the cost of college expenses for the boy, that being practically the maximum loan value then.

The subsequent semi-annual premium was overlooked by the uncle and before reinstatement could be made the insured was accidentally killed.

Naturally, there was doubt in the minds of all concerned as to whether there was sufficient value left in the contract to provide payment under the extended insurance values. However, it was found that the policy still had sufficient value to be carried under the extension until 1950, consequently the loan was deducted from the remaining sum payable and the underwriter was able to deliver the Company's check for \$693.

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

UCD Referendum Plan in Wash. Causes Insurance Rift

Industry Is Sharply Divided on Issue of Popular Show Down

The insurance business in the state of Washington is split wide open on the matter of a referendum on the unemployment compensation disability law that has just been enacted. There will be no difficulty in getting the 30,000 signatures necessary to put the proposition on the ballot and thus automatically postpone the effective date of the law, but there is a sharp division of opinion on the question of whether such a referendum ought to be conducted.

Some of the larger life insurance companies and Assn. of Casualty & Surety Companies reportedly are very much opposed to the referendum plan. They feel that this would put insurance and labor definitely at loggerheads and labor could be expected to retaliate. For instance, there is a report that if the insurance companies sponsor or take part in a referendum movement, labor will sponsor a referendum on the newly enacted automobile financial responsibility law.

Also they feel that, as UCD laws go, the Washington program is acceptable. Many of them feel that the trend toward this legislation is very pronounced and regardless of what the outcome might be on a referendum, sooner or later there would be a UCD setup in the state and that it could very well be a monopolistic plan such as the one in Rhode Island.

Plans Are Halted

When the Washington law was enacted, a number of the important group writing companies, both life and casualty, were preparing to send specialists into Washington to lay the groundwork for writing and servicing the business. Many of these specialists were to come from California which has now had considerable experience with this type of legislation. The talk of a referendum has served to put these plans in doubt.

Aggressively favoring the referendum are United Pacific of Washington and Northern Life of Seattle. Also many of the local agents in the state are strongly in favor of such a move. The theory is advanced that this would be the first time that a referendum has been conducted on any type of social legislation and many of the Washington insurance men feel that there is a good chance that the people would not only register opposition, but would do so by a big majority. If that should happen, they contend, it would serve notice on the politicians that the agitation for this sort of thing comes from small organized groups and not from the grass roots.

They feel that of extreme importance will be the way in which the question would appear on the ballot. That is up to the attorney general. It could be phrased in such a way as to cause the uninformed voter to think that this was some technical legislative matter, or it could be phrased so as to make the voter appreciate that this was something that would intimately affect his daily existence and his pocketbook.

Downs Heads Company

L. McCarthy Downs, who has been a member of Virginia corporation commission, has been elected president of Continental Life of Washington, D. C.

Canadian Life Companies Show Increase for 1948

New business of life companies in Canada in 1948 totaled \$1,739,853,816, of which \$1,513,475,613 was ordinary. The 1947 total was \$1,683,816,297, of which \$1,491,139,640 was ordinary.

Premium income for 1948 was \$356,354,748. Total amount paid for annuities was \$43,260,310. These figures compare with amounts of \$339,822,824 and \$51,974,920, respectively, for 1947.

Ordinary business in force at the end of 1948 was \$11,609,549,838; industrial, \$453,674,429, and group, \$1,580,866,464, total, \$13,643,090,731. The 1947 amounts were ordinary, \$10,728,536,622; industrial, \$425,647,078; group \$1,340,307,765, and total \$12,494,491,465.

Canadian fraternal benefit societies' premiums for 1948 were \$3,229,067 as against \$4,017,884. Premiums of foreign fraternal benefit societies operating in Canada amounted to \$2,937,821 as against \$2,670,307.

Sunset Life of Olympia, Wash., has been licensed in California.



HAVE QUESTIONS LIKE THESE BEEN ON YOUR MIND LATELY?

(1) "I have been selling life insurance for 18 months and am not satisfied with my progress to date. Where can a man, ambitious for success in this business, obtain competent help?"

(2) "I edit our agency bulletins. Rounding up fresh, motivating material with appropriate illustrations each month has become a time-consuming chore. Where can I get help which will enable me to do a better job—in half the time?"

(3) "I have heard several agents say that colorful, well-illustrated posters which deal with specific types of policies (educational, key-man, social security, retirement, mortgage, etc.) have helped them close doubtful sales. Where can I obtain such material for my kit?"

(4) "I have been in the business 2 years but know little or nothing about selling Business Insurance. How can I equip myself to sell \$10-, \$15-, \$25,000 stock retirement, partnership, key-man and sole proprietor insurance?"

WE CAN GIVE YOU DEFINITE ANSWERS TO THESE QUESTIONS! HELPING LIFE INSURANCE MEN WITH THEIR PROBLEMS HAS BEEN OUR BUSINESS FOR 35 YEARS. WRITE US TODAY. WE'LL DO OUR BEST TO BE HELPFUL!



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

Lewis M. Terry Is Utah Commissioner

SALT LAKE CITY—Lewis M. Terry, age 38, former Salt Lake assistant manager of American Surety and more recently running a local insurance agency and an active member of Utah Assn. of Insurance Agents, has been appointed by Gov. Lee commissioner of insurance, succeeding Oscar W. Carlson, whose term expired March 4th.

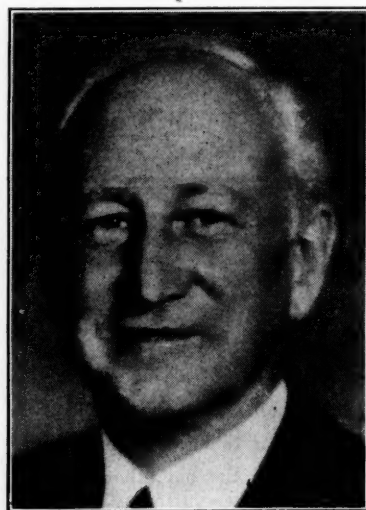
It is understood that H. J. Timmerman, who has been acting commissioner for the past two months, will be retained as deputy commissioner.

SEC Slates Hearing on Group Deal

Securities and exchange commission will hold a hearing April 19 on the transaction in which purchasers of stock in American Oil Explorers, Inc., would receive group life insurance in an amount proportionate to the amount of the stock purchased. It is expected that the SEC will turn down the transaction, with one of the reasons being the group life angle.

Feted on 60th

Edgar C. Fowler, general agent of New England Mutual Life in Chicago since 1916, was guest of honor at a surprise dinner party April 8 marking his 60th anniversary in the business.



EDGAR C. FOWLER

Charles Lehman was chairman of the committee of agents that arranged the affair. Charles Seibert was toastmaster. Charles Collins, agency secretary, represented the home office and presented a traveling bag to Mr. Fowler.

The feature of the dinner was a congratulatory talk made by President George W. Smith of New England Mutual over the telephone from his home in Boston. It was heard at the Fowler dinner over a loud-speaker. There were also greetings from some other New England Mutual officers who, with their wives, were at dinner at Mr. Smith's home.

Mr. Fowler started with the old Hartford Life at \$200 a year. After six years in the home office he became a field agent and an "executive special" of Connecticut General for New York State with headquarters at Syracuse. Later he served as general agent at Bridgeport, Conn. and Buffalo, N. Y. In 1908 he went to State Mutual as superintendent of agencies. In 1916 he went to Chicago as general agent of New England Mutual.

The Fowler agency has long been outstanding in the number of qualifiers for agency conventions.

Model Group Bill Into Heavy Pennsylvania Seas

The model group life bill is running into heavy opposition in the Pennsylvania senate from the executives of industrial companies and particularly one large petroleum and gasoline company. The group bill would carry out the ideas of the N. A. L. U. and the N. A. I. C. It also has the backing of the 14 leading group-writing companies.

The \$20,000 maximum limit in the bill brought a series of objections from the top brass of industrial corporations. Insurance officials contended that these executives throw their group business to the company which will give them the biggest personal policies and that they are often very bad risks, some of them uninsurable.

The prohibition against group cover for directors not working full time has already been stricken.

An amendment has been added providing that no life company shall issue any policy at a premium less than the net premium based on the American men ultimate table with interest at 3½% a year plus a loading, the formula for the computation of which shall be determined by the commissioner.

Group policies may provide for readjustment on the rate, based on experience, at the end of the first or any subsequent year of insurance, which readjustment may be made retroactive for such policy year only.

Oral Disclosure Sufficient

An applicant who had a cancer, from which he shortly afterward died, did not void his policy by failing to disclose his affliction in the application, since he disclosed it orally to the agent, the South Carolina supreme court has held in *Abercrombie vs. Pilot Life*, upholding the trial court. The court in its opinion calls attention to the agent's failure to testify as being "unexplained."

Six Life Companies Accept Fellows for Insurance Study

Connecticut General, Connecticut Mutual, Kansas City, Mutual Benefit Life, New York Life and Northwestern Mutual are cooperating with some 20 banks and manufacturing concerns in the "college-business exchange program" of the Foundation for Economic Education, Inc. this year.

These companies will grant fellowships to college instructors to spend six weeks this summer in studying special phases of the operation of companies in which they are interested. The fellowships cover the cost of living during the study period.

Among the instructors who have been granted fellowships is Richard Kip, Wharton School of Business and Finance of University of Pennsylvania, who did a study for the Insurance Federation of America. He will study at Mutual Benefit Life.

Set W. Va. Congress Date

The West Virginia sales congress at Wheeling May 13-14 will hear Clifford H. Orr, N.A.L.U. president; James A. McLain, Guardian Life president; Wilbur W. Hartshorn, Metropolitan's superintendent of agencies, and Cornelius G. Scheid, New York Life, Cleveland.

Williams Runs CLU Parley

Dr. John P. Williams, educational director of the American College, was in charge of a two-day CLU regional conference for seven southeastern states at Atlanta. He illustrated the program with map and study plans for the area. Samuel H. Rumph, president of the Atlanta CLU was host to the delegates.

A

Cliff McMillen
Concept

That there is a profound pleasure of energy experienced by persons who know that the highest and most satisfying pleasure in life is probably the pleasure of activity. That until a person has dug down within himself and discovered the intimate joy of energy in action he has accomplished little.

Clifford L. McMillen
347 Madison Avenue
New York 17, N. Y.

No. 13 of a series — No. 12 appeared last week.

SUBJECT: *Socialized Medicine*

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BANKERS LIFE AND CASUALTY COMPANY
CHICAGO 30, ILLINOIS

OFFICE OF THE PRESIDENT
JOHN D. MACARTHUR

Mr. Insurance Executive
Anytown, U. S. A.

Dear Sir:

I have heard a great deal of moaning in high places about the Govern-
mental threat to our Industry. As of today, I agree there is a genuine
danger, but if the Government ever takes over health insurance, we have
only ourselves to blame. If every salesman working for every company will
do as good a job as our boys are doing, there will be few people left in
this country not protected with accident and health and hospitalization
insurance - the two "MUSTS" that Harry is yelling about.

Instead of writing to my congressman, I wrote to our agents and ex-
plained the threat to their livelihood. I told them to write more busi-
ness. To me, the whole socialistic program was and is a challenge to our
sales ability. Our men met the challenge. Although we now rank among the
first fifteen in A & H writing, we are not a large company and our man-
power is limited. Regardless, they wrote 243,297 new policies in 1948.
As of the close of the year, over a million people were looking to this
company, not the Government, for protection. They sent us \$13,045,774.21
during the year to pay for the protection, which is more than double the
amount they sent the year before. That is a lot of money in my little
book, but I know it is a lot less money than the Government would have
taxed these people to maintain the scheme of protection now being argued.
What is more, the agents and the company both made a little money on these
transactions. All of our boys have promised to try and make more money
this year than they did last. So far, they have been successful. Perhaps
they have the answer to the entire problem - MORE WORK.

Very truly yours,

John D. MacArthur
President, BANKERS LIFE
AND CASUALTY COMPANY

JM:fh

Two Specials from East for Commissioners' Parley

NEW YORK—An industry committee headed by K. E. Black at the Home Ins. Co. is making arrangements for a special train to the Seattle convention of National Assn. of Insurance Commissioners out of New York City. One of these would be routed via Yellowstone National Park and the other direct. The first would leave New York by New York Central at 11 p.m., June 18, picking up at the start those from Boston,

Worcester and Springfield. The train would be boarded by delegates from other sections at Chicago.

The other special would leave New York June 21, arrive with a tour at Livingston June 24 and at Seattle the next day.

North Carolina Mutual celebrated its 50th anniversary with banquets for its employees in the 33 districts of the company. Assets of the company now total \$23 million and insurance in force totals \$140 million.



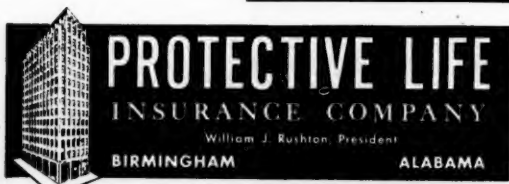
He Never Makes a Penny Selling Nuts and Bolts

What he sells is know-how and ability to do a job well. Our field men feel the same way. They sell Security, and the knowledge of how to make it real.

Of course, when a trained man takes this viewpoint, his sales increase. So does his income!

GENERAL AGENCY OPENINGS
IN TEXAS, KENTUCKY, NORTH
CAROLINA, GEORGIA.

For Information Write to
C. B. McKenzie
Agency Vice-President



Serving the South Since 1907. Insurance in force over \$335 million

PROTECTIVE LIFE is a real career

Our Compensation Plan—Includes liberal first-year and renewal commissions, vested renewals, lifetime service commissions, non-contributory retirement plan, group life insurance, hospitalization and surgical benefits, and a SPECIAL CASH BONUS FOR PERSISTENCY.

Our Training Plan—Includes continuous office and field training in successful sales methods, consisting of a 5-point learn-as-you-earn program.

A Complete Line of Policy Contracts

Personal Relationship—Agency operations are exceptionally flexible so that we can do things the way you want them done.

Interested?—Write today for details.

Dr. Dublin Scores Fellow Speakers on CLU Forum as Espousing "Law of Jungle"

NEW YORK — The forums which the New York City C.L.U. chapter sponsors each year are generally conducted in an atmosphere of scholarly calm, but at this year's symposium the audience was treated to the unusual sight of one distinguished speaker denouncing the social philosophies which the other distinguished lecturers had expressed in their talks.

Dr. Louis I. Dublin, 2nd vice-president and statistician of Metropolitan Life, in answer to a question at the close of the formal addresses, scored the views expressed by the earlier speakers on democracy, finance and socialism as "jungle law doctrine."

Surprised at Acceptance

"I am amazed, he told the audience, that you have swallowed the jungle law doctrine that has been preached to you today. That theory says that the status quo is good enough. We were told this morning of the dangers of doing good things because we cannot afford them. I pleaded with you for the aged. Build-

ing hospitals, improving water supplies, and bettering the nation's education and health standards is something that we cannot afford not to do. It is cheaper to do it than not to.

"My conception of government," he said, "is not that it is an outside force. It is in the people. I am not afraid of it so long as it is our government."

Dr. Dublin's denunciation drew considerable applause from the audience.

Attendance at the forum exceeded 600.

Besides Dr. Dublin the speakers were Benjamin Strong, president of the United States Trust Company, who discussed international finance; Dr. Ralph C. Hutchinson, president of Lafayette College, who discussed the conflict between communism and capitalism, and P. L. Smith, president of the National Assn. of Electric Companies, who spoke against the "march toward nationalization" of industries.

President M. Albert Linton of Provident Mutual Life acted as moderator.

Tex. Bills Alter Premium Tax, Revive Retaliation

Bills introduced in the Texas legislature with the avowed purpose of equalizing the premium tax load as between domestic and out-of-state companies have been referred to a house subcommittee of five. One bill would eliminate the present sliding scale premium tax, which is 3.5% ranging down to .95% depending on degree of compliance with the Texas investment law. Instead, out-of-state companies would pay a flat 2.75% premium tax. As at present, the tax would not apply to first-year premiums. Fees for examination and valuation paid to Texas would operate as a credit on premium taxes.

The other bill would revive the pre-1945 tax law on domestic companies and would substitute a flat 1% for the present sliding scale. Texas companies, in the main, pay the .95% rate at present. For companies having premium receipts of less than \$450,000 a year the rate would be five-eighths of 1%. There would be no tax on first year premiums and fees paid the state would count against the premium tax.

A third bill revives the retaliatory tax, which was jettisoned in 1945 when it appeared that the Southeastern Underwriters Assn. decision might outlaw such measures as interference with interstate commerce. There has also been introduced a bill increasing by 10% the taxes on a wide range of taxable items, including insurance premiums. However, it seems unlikely to pass.

Colorado Exam Bill Dead

DENVER — Colorado's proposed life agent's examination law based on the N.A.L.U. model has been pigeonholed for this session of the legislature. The bill faced the opposition of the insurance commissioner so that the senate insurance committee would not report it out. Members of the senate also suggested that the bill had not been intro-

duced early enough nor pushed aggressively enough to overcome objections of some legislators.

New C.L.U.s Listed

Six candidates who had previously passed all C.L.U. examinations and whose experience requirements were completed as of March 21, 1949, the date of the midyear conferment of the American College, have been awarded their C.L.U. designations. In addition, five holders of the certificate of proficiency, having since completed all requirements for the C.L.U. designation, became eligible to exchange their certificates for C.L.U. diplomas. Names of the new C.L.U.s are:

Kenneth L. Brooks, assistant director of sales promotion Prudential; Herbert T. Clark, Jr., agency administrative manager, Penn Mutual; Richard E. Eckel, Northwestern Mutual, Washington, D. C.; Bertam A. Frank, ordinary policy department, Sun Life of Baltimore; J. H. Rick, field department supervisor, Acacia Mutual; Seymour Sals, associate general agent, Continental American, New York City; William L. Seawell, Jr., assistant superintendent of agencies, Jefferson Standard; J. T. Scott, Penn Mutual, New York City; Robert B. Smith, Massachusetts Mutual, St. Louis; John H. Varney, New York Life, Toledo; Raymond E. Williams, Northwestern Mutual, Richmond.

Named by Gen'l American

General American Life has named Harold W. Marshall district manager at Marshalltown, Ia. Mr. Marshall has been general agent there for Central Life of Iowa for 12 years. He also operates a general insurance agency.

Victor A. McNally has been named assistant general agent of Bankers Life of Nebraska in Pittsburgh. He joined the Pittsburgh agency in 1947 and since then has served as instructor of agents.

Clarke M. Williams has been appointed Mutual Life assistant manager at Williamsburg, Va. He has been in the business for two years.

TRAINED ORGANIZATION

AVAILABLE FOR

LIFE INSURANCE GENERAL AGENCY
at CINCINNATI, OHIO

FOR PARTICULARS OR APPOINTMENT

Address:—"Trained Organization," U-8,
c/o National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Green Light for Probe by Committee on Economic Report

WASHINGTON—The House and Senate rules committees have given the green light to identical resolutions of Rep. Hart and Senator O'Mahoney for a joint committee on economic report investigation of economic problems. O'Mahoney has announced that the joint committee will study insurance company investments, among other things.

Meanwhile, indications are that further consideration of the McCarran resolution for investigation of the life insurance industry will go over until some time after Easter. Senator Magnuson, chairman of the judiciary subcommittee to which the resolution was referred, has left town for several days, and no meeting of this subcommittee was scheduled.

Reports that the subcommittee has taken no action are now described as substantially correct. On authority that looks good, comes denial that the subcommittee has decided that fire and casualty, as well as life, should be investigated.

Also, in face of the "no action" report, comes information that everything done by subcommittee so far has had concurrence of all its members and that McCarran and Celler are in agreement with them.

From committee sources comes information that nothing happened at subcommittee meetings to cause alarm to any legitimate insurance enterprise.

The subcommittee is rumored drawing on official and industry sources for information to help it in considering the matter referred to it. Such sources could include the Department of Justice, federal trade commission, library of Congress legislative reference service, capitol legislative counsel, state commissioners, insurance industry associations and other organizations, and individual companies.

Qualification Bill Offered in Wis.

MADISON—A bill to set up qualification and licensing requirements for life agents has been introduced in the Wisconsin legislature at the request of the Wisconsin Life Underwriters Assn., the Wisconsin General Agents & Managers Assn., and the Wisconsin domiciled companies.

The bill follows the National Assn. of Life Underwriters model bill very closely except for modifications to fit it to Wisconsin statutes. For example, Wisconsin does not grant licenses brokers, corporations or partnerships' licenses. Brokers are licensed the same as full-time agents, as are individuals in corporations and partnerships.

The bill has bi-partisan support, provides for a set-up that is financially self-supporting, and is backed as being in the public interest.

Temporary licenses would not be permitted under the bill.

The measure would direct the insurance commissioner to appoint an advisory board of 15 with equal representation from the agents, the general agents and managers, and the companies. The board would help in working out a basis for qualifications and examination questions.

Agents licensed at the bill's effective date, May 1, 1950, would not have to pass examinations for renewals.

Penn Mutual Writes More Juvenile

Penn Mutual last year wrote 5,000 policies on babies up to four years. In the age group up to 16, the number of new policies written during the year represented more than 16% of all policies sold as compared with 14% in 1947. The group up to four years was 11% of

all policies written as compared with 8.5% in 1947.

Insurance on women also represented an increased percentage over the previous year. The number of policies written on women in 1948 was almost 27% of the company total compared with 25% in 1947.

Group Creditor Plan

The Rhode Island senate has passed a bill which must still go through the house authorizing a charter for Resolute Credit Life. Resolute Fire, a Rhode Island fire company with head-

quarters at Hartford, sponsored the bill which will permit it to write group creditors life on purchases of automobile insurance on the finance basis.

Not Bound by Agent's Act

In a suit to determine whether the divorced wife of the insured or the named beneficiary was entitled to the proceeds of a policy, the Kentucky court of appeals upheld the lower court's decision that Commonwealth Life was not made liable by the agent's statement that if the divorced wife would continue paying premiums she would be

entitled to the policy proceeds. The plaintiff was Mrs. Anna Wedding.

Justice Resigns as W. Va. Deputy Commissioner

Deputy Insurance Commissioner Harlan Justice of West Virginia has resigned effective April 15. Commissioner Butler states that no choice of a successor has yet been made. Mr. Justice, deputy commissioner since 1933, declined to give a reason for the resignation, had no announcement about his plans.

"What ever happened to Fultz?"

"You don't brag about him any more!"



HOMER FULTZ

That's right. We haven't talked about Homer Fultz for quite a long time. Too long. Perhaps we should start talking about him again, because he really has been doing all right.

Homer started as a member of the Franklin sales organization in January 1943, after nearly nine years as a supervising department head in the Illinois State Insurance Department.

Here are his earnings for the past six years, as reported by us to the Collector of Internal Revenue:

1943	\$15,501	1946	\$22,744
1944	16,801	1947	28,794
1945	19,031	1948	30,701

Homer is a specialist. Of the 219 sales he made last year, all but sixteen were on one of the Franklin "exclusives"—either the ever-popular *President's Protective Investment Plan* or the amazing new *Junior Insured Savings Plan*. He frankly says that without these highly salable contracts his performance would fall far short.



The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$650,000,000.00 insurance in force.

OUR SIXTY-SECOND YEAR

Annual Statement

DECEMBER 31, 1948

ASSETS

Bonds (Amortized Value)	\$40,147,966.99
U. S. Government	\$11,641,551.00
State and Municipal	1,845,590.63
U. S. Railroad	5,496,618.56
Public Utilities	12,529,584.89
Canadian	2,314,301.31
Industrial	6,320,320.60
Stocks (Preferred \$2,400,924.95; Common \$300,585.50)	2,701,510.45
First Mortgages (Farm \$1,579,240.86; City \$1,587,070.13; FHA \$5,170,906.94; GI \$408,424.33)	8,745,642.06
Real Estate (Home Office \$34,268.83; Sold Under Contract \$110,113.11)	144,381.94
Loans on Policies	2,830,653.10
Cash in Office and Banks	1,081,534.86
Accrued Interest and Rents	542,494.87
Due from Re-Insurance Companies	9,970.00
Deferred and Unreported Premiums and Misc. Items (less non-admitted)	197,480.84
TOTAL	\$56,401,635.11

LIABILITIES

Policyholders Reserves	\$50,022,630.73
Policy Reserves	\$44,562,658.06
Supplementary Contracts	2,549,446.19
Prepaid Premiums	1,686,710.06
Dividends Left at Interest	1,223,816.42
Premiums Paid in Advance and Accounts Accrued	94,843.26
Dividends to Policyholders Payable in 1949 and Reserves for Deferred Dividends	385,782.76
Reserve for Taxes Payable in 1949	150,000.00
Reserve for Retirement Plans	886,229.24
Death Claims Reported, No Proofs, Incl. \$50,000 Reserve for Not Reported	114,769.73
Reserve for Miscellaneous Small Accounts	52,335.91
Additional Funds for Protection of Policyholders	4,695,043.48
Capital Stock Paid Up	\$ 500,000.00
Surplus from Trustees	135,793.13
Contingency Reserve for Participating Business written since January 1, 1915	1,011,942.31
Unassigned Funds—	
Surplus	3,047,308.04
TOTAL	\$56,401,635.11

RECORD FOR 1948

Insurance Issued, Revived and Increased	\$ 38,009,447.44
Insurance in Force December 31, 1948	239,239,957.37
Increase in Insurance in Force	21,245,576.39
Increase in Assets	2,960,779.04

Over
\$88,162,738.06

PAID TO POLICYHOLDERS AND BENEFICIARIES SINCE 1907

H. S. Wilson
PresidentC. H. Heyl
Agency Vice PresidentBankers Life Insurance Co. of Nebraska
LincolnA Perfect
COMBINATION

United Life and Accident's non-cancellable health and accident coverage together with life insurance. Agents and brokers within our territory find this contract has a ready market under today's conditions. Its provisions are extremely liberal and its non-cancellable feature makes it a welcome addition to their sales kit.

For particulars write to WM. D. HALLER,
Vice President and Agency ManagerUNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire

1948 Figures
For California

All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revived and increased as well as new business paid-for.

	New Business	In Force
Acacia Mutual	20,541,097	115,998,334
Aetna	18,122,616	155,682,652
(G)	143,375,396	343,143,672
American Mutual	1,157,184	10,762,235
American National	29,830,844	171,546,683
(I)	33,132,060	132,188,583
American United	1,822,187	5,322,764
(G)	2,020	2,095,333
Atlas Life	748,692	3,033,646
Bankers, Iowa	7,131,103	52,832,764
(G)	5,513,070	19,184,265
Bankers, Neb.	2,876,786	8,392,392
Bankers Natl.	427,773	2,815,817
Bank Security (G)	3,859,828	1,672,899
Beneficial	7,888,622	42,531,211
Beneficial Standard	3,451,967	6,579,485
Ben. Assn. Ry. Emp.	49,009	39,009
(G)	752,000	668,000
Bus. Men's Assur.	11,863,327	50,543,192
(G)	286,000	967,500
California	913,648	4,304,670
Calif.-Western States	42,620,811	272,695,988
(G)	9,445,444	75,202,366
Canada Life	2,088,162	18,772,299
(G)	620,200	6,541,727
Capitol Life	1,165,365	6,950,308
Central, Iowa	5,235,538	15,384,216
(I)	102,100	111,800
Citizens, L. & C.	523,069	518,069
(G)	96,000	96,000
Columbian Natl.	1,087,813	782,070
(G)	3,858,234	4,194,000
Columbus Mut.	12,889,645	63,745,139
Conn. General	58,830,533	74,291,905
(G)	14,078,544	113,229,178
Conn. Mutual	338,177	2,324,291
Conservative	5,291,162	25,365,895
(G)	18,405,500	18,493,000
Continental	3,802,319	17,708,937
(G)	915,265	2,953,395
Crown	2,194,541	5,068,091
(G)	234,000	202,500
Cuna Mut.	59,000	360,162
(G)	8,518,092	20,002,629
Equitable Soc.	121,833,540	417,383,044
(G)	13,272,427	332,640,858
Equitable, Iowa	182,988	65,670,267
Expressmen's Mut.	309,970	2,199,265
Farm Bureau	70,507	1,264,824
Federal L. & C.	1,913,072	7,050,485
(G)	2,524,650	17,708,937
Fidelity Mutual	2,397,232	2,953,395
Forest Lawn	3,174,716	26,457,964
Franklin	20,156,559	13,521,250
General American	1,214,600	38,958,719
(G)	1,899,490	14,170,462
Golden State Mut.	4,155,205	6,627,399
(I)	8,101,867	15,325,495
Great Northern	705,029	24,676,976
Great West	8,449,037	3,042,675
(G)	854,600	2,744,302
Guarantee Mutual	3,496,667	4,976,991
Guaranty Union	4,502,112	28,777,370
Guardian	4,527,356	12,122,952
Home, N. Y.	1,912,831	31,093,823
Imperial	210,628	12,629,913
(G)	367,000	989,516
Inter-Ocean	5,000	5,000
Jefferson Standard	5,352,661	23,210,938
John Hancock	33,504,487	197,787,362
(G)	82,555,611	153,146,719
(I)	24,781,987	88,473,962
Kansas City	7,661,620	57,476,761
(G)	7,000	25,000
Lincoln National	16,098,664	89,653,986
(G)	1,879,500	3,639,000
Loyal Protective	522,006	1,635,262
Lutheran Mutual	1,287,210	3,848,658
Manhattan	5,185,720	17,496,302
Manufacturers	9,219,680	40,410,015
Mass. Mutual	19,055,342	178,337,152
(G)	2,429,402	2,557,102
Metropolitan	102,014,699	1,114,794,618
(G)	203,204,473	587,012,259
(I)	28,575,633	471,773,132
Midland Mutual	797,754	1,662,089
Midland National	345,975	3,641,561
Minn. Mutual	10,254,292	44,999,423
(G)	65,227	220,804
Monarch	1,917,558	7,274,302
Mutual Benefit	16,012,122	117,969,808
Mutual of N. Y.	28,256,704	280,024,653
National Life & Acc.	22,000,950	85,608,770
(G)	1,088,200	1,646,100
(I)	27,171,721	103,900,961
National, Iowa	1,153,477	4,523,863
National, Vt.	5,888,239	44,003,265
National Reserve	1,718,559	3,900,815
New Eng. Mut.	24,828,735	202,674,823
New World	4,428,977	25,844,949
New York Life	135,549,776	1,083,294,070
North Amer. Acc.	406,866	1,287,151
North Amer., Ill.	1,653,763	10,317,956
Northern	8,066,354	53,405,837
(G)		20,000
Northwestern Mut.	22,094,952	287,227,312
Northwestern Natl.	4,344,745	42,607,652
(G)	5,815,600	14,941,884
Occidental, Cal.	134,626,202	496,903,908
(G)	42,331,400	337,432,339
Ohio National	2,993,654	18,630,945
Ohio State	1,978,464	12,240,346
Old Line	388,366	2,204,224
Old Republic Credit	1,960,717	795,076
(G)	717,276	264,847
Order Ry. Emp.		110,152
Pacific Mutual	36,205,824	236,817,795
(G)	23,789,668	35,966,870

	New Business	In Force
Pacific Natl.	1,772,093	8,412,020
Paul Revere	3,494,455	13,036,622
(G)	1,050,000	1,137,000
Penn. Mutual	23,046,147	177,178,608
Peoples, Ind.	859,480	4,007,235
Phoenix Mutual	3,391,471	49,657,145
Pierce	3,799,679	9,472,701
Provident L. & A.	3,225,614	8,161,123
(G)	23,000	23,000
Provident Mutual	10,029,896	94,538,569
Prudential	171,500,055	1,178,085,509
(G)	95,347,961	244,423,229
(I)	24,819,229	393,526,202
Reliance	8,150,406	58,349,852
Reserve Life	59,875	55,175
(I)	1,016	774
Reserve Loan	464,141	2,523,279
(I)		2,000
Security L. & A.	2,552,781	14,060,890
Security Mut., N. Y.	612,214	2,364,087
Standard Ins.	3,174,224	11,461,248
State Farm	10,505,307	41,701,347
State Life, Ind.	4,002,062	48,704,177
State Mut., Mass.	5,388,197	30,734,129
(G)	1,669,550	2,156,795
Sterling	249,251	842,371
Sun, Canada	13,388,259	112,970,780
(G)	6,253,995	9,626,857
Supreme Liberty	32,500	32,500
(I)	6,176,197	6,176,197
Travelers	25,602,235	223,206,006
(G)	112,903,745	282,338,549
Union Central	5,212,413	59,832,414
United Benefit	9,167,854	53,613,566
United Fidelity	222,695	3,164,880
United Ins.	4,000	18,000
(I)	1,567,896	1,329,991
Unity Mutual	1,232,150	2,638,000
(I)	8,656,699	40,234,704
Washington Natl.	2,613,990	13,297,480
(G)	458,035	455,600
(I)	13,976,508	30,350,110
West Coast	16,795,751	85,303,940
(G)	41,839,256	26,352,227
Western	9,832,796	38,971,708
Westland	507,873	2,001,029
Wdmen. Cent. Assur.	1,586,216	2,560,853
World	730,823	1,062,350
(G)	181,100	192,600
Total Ordinary	1,339,374,473	8,993,234,655
Total Group	1,008,799,741	2,612,097,770
Total Industrial	183,310,203	1,237,066,079
Total All Classes	2,531,484,417	12,842,398,504

FRATERNAL

	New Business	In Force
Ald Assn. Lutherans	2,889,872	19,963,522
Alanza Hisp.-Amer.	313,123	2,476,301
Amer. Frat. Union	16,700	105,395
American Woodmen	489,221	1,533,943
Artisans Order	5,650	62,550
A. P. U. M. E. C.	82,700	926,825
Benev. Soc., Calif.	1,134,172	4,458,573
Baptist Life Assn.	355,264	1,356,061
Ben Hur	71,997	2,657,702

Established 1905

POSTAL
LIFENow an
AGENCY COMPANY

writes all regular forms of participating life insurance plus several unusual forms. Yes, we write Convertible Term Riders — Not Single — Double — TRIPLE — But

QUADRUPLE
PROTECTION

on 10, 15 or 20 Year Plan.

Family Income Rider 10, 15 or 20 years with income up to \$20 PER MONTH for each thousand of basic policy. Special Monthly Decreasing Term for Mortgage Redemption covering any period from 10 to 20 years inclusive at low cost.

Agency franchises available
in N. Y. State.ROY A. FOAN
Director of AgenciesPOSTAL
LIFE INSURANCE COMPANY
511 FIFTH AVENUE NEW YORK 17, N. Y.

In Force
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13,036,622
1,137,000
177,178,000
4,007,225
49,657,145
8,472,701
8,152,125
23,000
94,538,585
1,178,085,509
393,526,202
58,349,852
55,175
774
2,523,279
14,060,890
2,364,087
11,461,248
41,701,347
2,156,795
112,970,730
9,626,857
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In Force
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New Business	In Force
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B'rth Sholom	10,850
Catholic Knights	43,500
Catholic Ord. Forest.	527,262
Croatian Cath. Un..	123,850
Croatian Frat. Un..	3,831,977
Czechoslovak Soc..	178,582
Danish Brotherhood.	1,011,250
Degree of Honor...	3,631,039
Grand Carn. Sloven.	145,850
Greater Ben. Union.	166,300
Greater Ben. Union.	5,700,431
Hungarian Ref. Fed.	225,600
I. O. B'rth Abrab.	2,698
Ind. Ord. Foresters.	39,250,890
Intl. Workers Order.	5,413,860
I. D. E. S.	6,351,071
Jewish Natl. Work.	583,387
Knights of Colum.	13,703,129
Ladies' Cath. Ben..	211,898
Lutheran Workers ..	63,700
Lutheran Bro'hood..	9,390,935
Maccabees	11,779,632
Modern Woodmen ..	18,718,913
Natl. Frat. Soc. Dear	380,330
Natl. Mut. Ben.	919,406
Natl. Slovak Soc..	112,350
Neigh. of Woodcraft	11,042,778
Omaha Woodmen ..	9,967,319
Police & Fireman's ..	42,000
Polish Natl.	354,566
Polish Women's ..	142,400
Pratorians	4,597,666
Royal Arcanum	1,102,286
Roy. Scottish Clans.	609,660
Royal Neighbors ...	15,317,052
Security Benefit ...	3,209,041
Slovene Natl. Ben..	838,300
S. E. S.	1,291,500
S. P. R. S. I.	7,445,800
Sons of Norway	935,557
Stand. Life Assn..	1,560,345
Uniao Port. Cont..	980,500
U. P. P. E. C.	3,503,700
Un. Romanian Soc..	37,400
United Am. Mechan.	33,829
U. S. Letter Carriers	1,241,286
Verovay	538,925
West. Bohemian ...	782,928
Women's Ben. Assn.	7,278,195
Women's C. O. F. ...	739,416
Woodmen Circle	2,948,803
W. O. W. Colo.	23,476,940
Workmen's Circle ...	746,150
Workmen's Ben.	359,385
Total Fraternal...	257,313,178
Total O. L. & F..	13,099,711,682

Ind. OKs Guertin Changes, Microfilms, Dual Directors

Laws affecting insurance passed in Indiana at the recent legislative session include a measure to permit use of photographic, photostatic or miniature photographic processes for keeping records and makes such records admissible as evidence in courts.

Another law permits insurance corporations to have interlocking directorates unless they substantially lessen competition or tend to create a monopoly. This does not affect persons now serving as directors of two or more companies.

Also enacted was a measure providing amendments to the Guertin law. This places level term riders and decreasing term riders on the same basis with respect to computing cash surrender and nonforfeiture values. Temporary extra premiums charged on physical impairments are excluded in computing such values and the simplification of the calculation of such values in cases of juveniles under age 10 is also contained in the amendments.

The state banking laws are amended by further legislation that authorizes mutual savings banks to provide for group insurance, retirement and pension plans for officers and employees.

Pension trusts were exempted from the "rule against perpetuities, which limits trusts to a life or lives in being, plus 21 years.

OK Schedule G Changes

The blanks committee of National Assn. of Insurance Commissioners at its meeting in New York City decided to adopt a revised schedule G which will reduce the work required in statement preparation, particularly for the larger companies. The new schedule allows the companies to list individually only those employees earning more than \$10,000. Except the officers or directors, who must continue to be listed separately regardless of salary, those employees earning between \$5,000 and \$7,499 annually may be lumped together, as can those earning between \$7,500 and \$9,999. The number of employees in the groups and the aggregate paid must be shown.

A second change approved by the

committee raised the minimum amount above which all individual mortgage loans would have to be listed. Parts affected are schedule B, part 2, section 1. Walter O. Robinson, Ohio superintendent, presided.

Ship Crash Held Act of War

The Louisiana court of appeal has held that an insured who was killed in a fire at sea following a collision between blacked-out ships during the war did not die under conditions entitling his beneficiary to double indemnity under the policy. The policy had the usual provision that double indemnity would not be payable if death resulted directly or indirectly from war or any act incident thereto. The case was Bologna vs. New York Life.

Recission Suit Loses

The chancery division of the New Jersey supreme court has decided against Metropolitan Life in its action brought to cancel a \$5,000 life insurance policy issued on Seymore Sinett. The company contended that Mr. Sinett had previously suffered from gastric and peptic ulcers but had failed to disclose this in the application. The court

held that there was no preponderant evidence to sustain the contention that the assured had been afflicted with ulcers and, moreover, even if he had disclosed his visits to a doctor in connection with his digestive distress this knowledge would not, the court felt, have influenced the company to alter materially its estimate of the degree of risk.

Currie to Address L.A.A.

Charles J. Currie, trustee and publications committee chairman of National Assn. of Life Underwriters, will give the Southern Round Table of Life Insurance Advertisers Assn. a field man's view of advertising at the May 8-10 meeting in Chattanooga.

Mr. Currie, Atlanta manager of Mutual Life, thinks many agents are not thoroughly sold on life insurance advertising, though Mr. Currie himself is.

Maj. W. L. Baldwin, president of Security Life & Accident at Denver, and Mrs. Baldwin, are on a Honolulu vacation. They sailed on Lurline from San Francisco, and among those at their bon voyage party were Francis Kessling, president of West Coast Life.

Institute and Rutgers Issue Insurance Booklet

To help the public better understand life insurance the New Jersey Extension Service of Rutgers and New Jersey Universities has prepared a booklet "What Life Insurance Means to You" in conjunction with the women's division of the Institute of Life Insurance.

The bulletin points out the basic needs common to most families including the provision of ready cash if the earning persons dies, a readjustment period income, adequate protection during the school period of children, and life income protection for the mother at different stages of life. Also shown is the insurance program of one family pointing out the changes they would like to make.

Council Bluffs Organizing

Steps are being taken to organize an A. & H. association at Council Bluffs, Ia. Plans were set in motion by W. E. Reinsh of Omaha, member of the executive committee of National Assn. of A. & H. Underwriters, at a meeting with Ben Selden and R. J. Fischer of Council Bluffs.

Janus
looked both ways-

for it was his important duty to protect the home and he wanted to be ready for anything.

Today's homeowners don't rely on a two-faced, Roman god for protection. They prefer The Prudential's Mortgage Redemption Riders which—

May be attached at issue to most Ordinary policies, including those rated Special A or B.

Provide mortgage coverage for 10, 15, or 20 year periods. The extra premiums are payable for only 8, 12 and 16 years, respectively.

Pay off the balance of the mortgage if the homeowner dies, in which case his family gets the home free and clear.

Commissions are paid at the same rate as for the basic policy.



THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

a mutual life insurance company

HOME OFFICE, NEWARK, N. J.

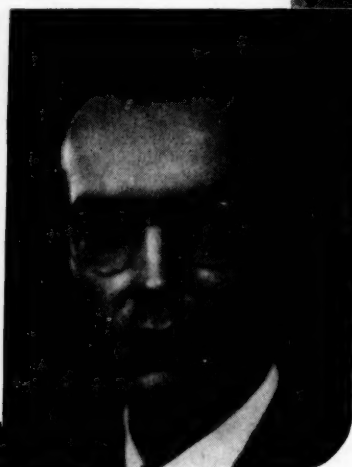
WESTERN HOME OFFICE, LOS ANGELES, CALIF.

The
FRIENDLY
COMPANY
OF DISTINCTION
presents



V. E. TEMPLETON

CAREER FAMILIES



C. E. TEMPLETON

DURING his long association of more than thirty years with The Ohio National, Mr. V. E. Templeton, General Agent at Lima, Ohio, has enjoyed the practical rewards and personal satisfactions of a job well done.

His son, Charles, has been identified with The Ohio National since 1936. He, too, is building his own successful underwriting career on the firm foundation of sincere service to an ever-growing and loyal clientele.



THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS: . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for field man.

Strong, Progressive Company

Older than 85% of all legal reserve life insurance companies

Openings in California, Illinois, Indiana, Kansas, Michigan, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, VICE PRESIDENT-DIRECTOR OF AGENCIES
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

Controlling Major Item of Agency's Expense—Rent

As much as 20% of the rental budget of perhaps three-fourths of life general agents is wasted. This observation is made by E. F. O'Toole, O'Toole Associates, management consultants, after completing a number of studies of agency location, office arrangement and space use, and rental costs.

Generally this waste is reflected in insistence on a top-flight, midtown office space; in a large and sometimes magnificent office for the manager, and in excessive lobby and bull-pen space.

Aside from brokerage, collections over the counter and medical examinations made in the office are the two factors that should determine the location and the facilities of the general agency. Since most examinations are made in the doctor's office or at the client's home, it is not too important that the agency be located in midtown on that account. As to premium collections and policyholder service, the test should be the convenience with which people can reach the office.

Items to Check

A check list of information the manager of a production office should have to make an intelligent decision on his office space is used by the Hardware Mutuals. There are in the list, devised by K. B. Willett, vice-president, 69 interrogatories, some with several subdivisions.

Some of the questions are: Is the building well known, an insurance center (if not, what is general type of tenant), is it up to date, readily accessible to street car and bus, has it enough parking space nearby for use of employees, prospects and policyholders; near the bank, the post office? Is the space satisfactory in size and shape, large enough so that the office can be placed all on one floor and still have room for expansion, have natural light unobstructed by trees or adjacent buildings, is space above street noises?

Is elevator service express, is building open nights and Sundays, are there mail chutes and how far away from the office space are they? What business or profession is carried on by adjoining tenants; character and frequency of janitor service and window washing; ventilating facilities; drinking fountain; how far to toilet facilities and are they well kept; lighting, type, frequency, etc.; telephone conduits and outlets; height of ceiling and color of wall; will building redecorate walls and ceiling at their expense; if heat and water pipes are exposed will building cover them at their expense?

Considers About One-Third

Often a general agent does not consider many more than a third of these items when he signs a lease. A midtown location may not give him any advantage and could be a detriment. It results in high costs. Example: A bigger light bill because there are other buildings around which shut out natural lighting.

On investigation it may be found that people avoid midtown locations because of crowds in the morning, at noon and in the evening, unless they happen to work in that particular area.

Most people today pay bills by check. Presumably those who do so during working hours don't have checking accounts and thus must pay their bills in cash. There are few of them left. A checking account is within the reach of almost any earner.

A STUDIED MOVE

An agency in an industrial city of 85,000 had been located in midtown for 35 years. After studying all the factors bearing upon its business, it moved eight miles away from the midtown area. It is more convenient for policyholders

and less costly to the general agent. When the agency was established 35 years ago people did pay over the counter. They don't do so today except in rare cases. Only about six people a day came in to pay over the counter, and this was a fairly large agency. On inquiry, most of them indicated that they only did it because they had been in the habit of doing it, and happened to be in the neighborhood at some time during the day so that it was convenient. They would as soon pay by check.

A manager or general agent may want a large, luxurious office for its own sake. Yet the fact is that he establishes real prestige among his men by what he knows and by what he gets done, by his prestige in the community, and so on, rather than by any "front" gained through a large private office. It is questionable whether a poor general agent really gains much from having a large private office.

One of the best general agents in the O'Toole experience is one whose office in size and sumptuousness does not equal that of his supervisors, yet he is tremendously popular with his company and with his men. His office does a big business. Especially with new general agents, there is a desire to try to build up prestige with trappings, and they thus assume an extra burden of cost.

Just how important is this point? In a modest office 60 by 100, containing 6,000 square feet, a general agent with a 20 by 30 foot office, which is not unusual, takes up 10% of the occupiable space. An over-sized lobby is another 10% or a total of 20% of the space devoted to two items alone.

There is a real tendency to waste
(CONTINUED ON PAGE 23)

WANTED

ASSISTANT MEDICAL DIRECTOR

Chief medical officer of large company seeks full-time salaried assistant.

Successful applicant should be qualified to succeed present medical director when he retires under the Company's pension plan within a few years.

Salary will be commensurate with experience and ability. Prefer man under age 45.

Our staff knows of this advertisement, and all applications will be held in strictest confidence—so please tell full story in your first letter. Write U-6, care The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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OBSERVATIONS

Slur on Annuities Unintended

Jimmy Fidler, syndicated Hollywood columnist, recently had an item saying that Rudy Vallee's \$3 million annuity, will pay him \$600 a week for life. L. M. B. Morrissey, manager of Phoenix Mutual Life at Davenport, took Mr. Fidler to task, pointing out that a \$3 million annuity would pay a lot more than \$600 a week, in fact would pay approximately \$2,800 a week. Apologizing for this slight on the yield from annuities, Mr. Fidler said his only alibi was that he was just not accustomed to thinking in such big figures and that when he hears about a man getting \$600 a week from investments he is so impressed that he forgets all about mathematics.

Not Mutually Exclusive

The editorial "Figures Aren't the Whole Story" in the April 1 issue impelled Ralph V. Hudnut, Massachusetts Mutual, New York City, to write THE NATIONAL UNDERWRITER, saying in part, "You make a good point in saying that figures aren't the whole story and I am sure every intelligent agent will agree with that premise. However, I am wondering if it is not propagating a fallacy in one direction, and that is that the agent cannot have both advantages—in other words, percentage and non-percentage advantages."

We have re-read the editorial in the light of Mr. Hudnut's comments and can't find any implication that an agent can't—or can—obtain both sets of advantages from the same company. But if anyone else believes he see such an implication he may rest assured that it got there by accident and not by design.

The editorial's purpose was not to set up the two types of advantages as being mutually exclusive but rather to point out what some have chosen to deny, that the intangible compensation in representing a company is just as real and perhaps just as important as the compensation that can be measured in percentages.

"New Republic" Takes a Whack

The "New Republic" for April 11 has an extensive article entitled "Insurance Is Supra-Business," and subtitled "The insurance companies' power is growing so fast that it threatens the financial authority of the national government itself." It is written by Benton J.

Stong, assistant to the president of the National Farmers Union.

The publicity sent out by "New Republic" on the article says: "The concentration of power and the 'web of interlocking directorates' along with the system of self-perpetuating directors and officers, enable insurance company monopolies to formulate financial policy, says Stong, 'stronger than the policy of the national government itself.'"

That gives you a fair idea of the tone of the article. It follows the pattern made familiar by the utterances of Rep. Celler and Senator O'Mahoney: The life insurance business is so big that it ought to be looked into to see if it is really operating in the public interest. Author Stong also tosses in a few lurid ideas he has picked up elsewhere. He says, for example, that "it is sometimes suggested" that the companies be required to get out of the savings field and write term insurance only. Then he says that "there are those that believe the government must take over," though he concedes this would add to the already existent problem of whether to reserve or not to reserve social security benefits.

The Man with the Shovel

Lantz L. Mackey, Home Life, Detroit, delivered at the recent Chicago sales congress, a scientific account of how he and another of the erudite pension and business life insurance consultants, James F. Ramsey, Chicago general agent of Connecticut Mutual, got their start in the business on the Iowa prairies back in 1931. In those days, these gentlemen were concentrating on selling to farmers, a job for which Mr. Ramsey, an old farm boy, was exceptionally well equipped. They would beard the farmer at whatever task they found him, offer him a drink of lemonade or Coca-Cola or something like that, and then Mr. Ramsey would volunteer to continue the farmer's current chore while Mr. Mackey told him about life insurance. The operation was very pleasant in the summertime, lots of fresh air and even a few sales, but in the winter things were different. Too frequently they found themselves in the barn and Mr. Ramsey would have to go to work with a shovel while Mr. Mackey went to work. On more than one occasion they returned homeward so fragrant that their wives did not want to let them in. Maybe that's why they moved to the big city.

Congratulations To Our Field Force...

- .. Upon a job well done in 1948, when the steady growth and progress of the Company was maintained, and the Two Billion Dollar mark was passed on Life Insurance in force.
- .. Upon having given to that portion of the insuring public whom they serve, an able type of life insurance stewardship.
- .. Upon the diligence and the sincerity with which our Shield Men are going about the accomplishment of the career offered them by this Company.

WANTED HOME OFFICE LIFE AGENCY DIRECTOR

Unusual opportunity for man who can build and supervise a life insurance sales department. Must have successful record as home office agency director.

Perhaps the man we want now holds such a position, but is open for a change because of circumstances which block his advancement. Starting salary will depend on the man selected and will be in keeping with his present income; future earnings will be based on results.

This Company has ample resources to expand its life department as rapidly as man-power can be recruited and trained. We shall be anxious to provide every reasonable home office cooperation.

Reserve Life is licensed in 30 states. Premium income for 1948 was more than 7 million dollars; will likely exceed 12 million in 1949. Our present business is largely accident and health and hospitalization insurance.

To men able to fill this new position, but who prefer to live in their present location, we can offer attractive opportunities as regional sales managers.

If you are qualified to fill this opening, write us now, giving full details of your experience. All replies confidential.

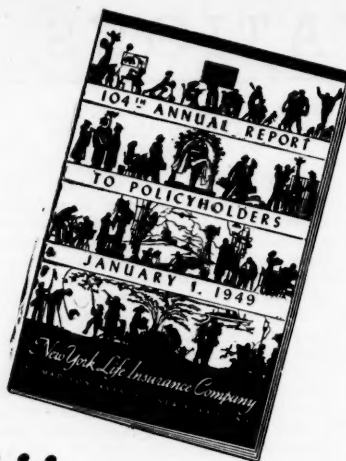
C. A. Sammons, President

RESERVE LIFE INSURANCE COMPANY
Thomas Building, Dallas 1, Texas

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

HOME OFFICE
NASHVILLE
NATIONAL BLDG.
TENNESSEE

Cold Facts can sometimes be very heartwarming, too...



WE HAVE just published our 104th Annual Report to Policyholders as a 40-page illustrated booklet. It tells about the progress New York Life made in 1948 and contains important facts and figures dealing with the financial condition of the Company.

Set off by themselves, the figures tell a story of financial stability. But behind them lie many warm and human stories about the benefits life insurance brings to people in all walks of life everywhere.

It is a fact, for example, that in 1948 New York Life paid over \$200,000,000 to policyholders and beneficiaries. This money is helping widows maintain their homes and bring up their children without hardship. It is helping to send sons and daughters to college who otherwise might not have gone. It is helping families enjoy the peace of mind that comes of knowing that the future is financially more secure. It is helping men and women in their

old age live without financial worry.

It would be impossible to tell all the stories about all the people who benefit through life insurance policies. But in our Report this year we try, at least, to show what human values the facts and figures of our business often have.

In addition, the Report contains helpful information on "The Problem of Growing Older," as well as a description of an improved service for policyholders so that death benefit payments and policy loans may be expedited, a review of the way the Company has made mortgage money available for housing, and a discussion of the Company's policy in making its investments in 1948.

The essential facts and figures of our 1948 operations will be mailed to policyholders as usual with premium notices. The larger illustrated booklet will gladly be sent upon request.

★

**A few figures from
our 104th Annual Report
to Policyholders
December 31, 1948**

★

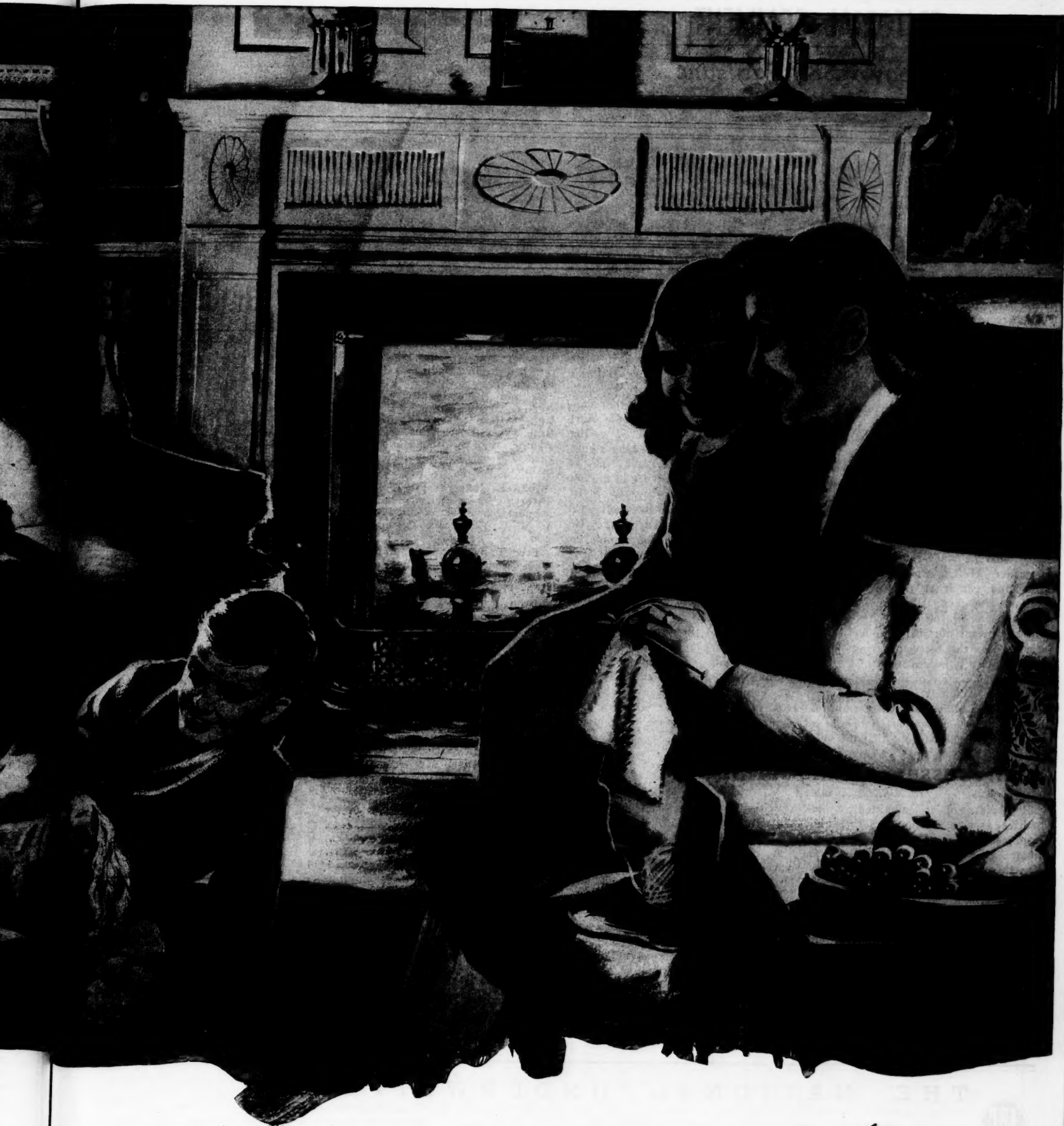
Assets totalled \$4,448,369,759, an increase of \$214,885,161 over the close of the previous year. After deducting \$4,181,863,874 of reserves and other liabilities, surplus was \$266,505,885, or \$35,387,161 more than at the end of 1947.

Sales of new life insurance in 1948 amounted to \$857,719,600, which is \$335,600 greater than in 1947.

The Company had 3,779,541 policies in force for \$9,539,584,229 of life insurance protection on December 31, 1948. The net growth of the Company during the year, as measured by the increase in life insurance in force, was \$475,979,615.

The provision for 1949 dividends to policyholders is \$45,741,294. New York Life has always been a mutual company and pays dividends to policyholders only.

A copy of the 40-page illustrated 104th Annual Report to Policyholders will gladly be sent to anyone requesting it.



NEW YORK LIFE

INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



EDITORIAL COMMENT

Ratchet Strategy of SBLI Partisans

Hartford being the important insurance city that it is, there is more than usual insurance interest in what the Hartford "Courant" has to say editorially about the current contest between the life agents and the savings banks over whether the savings bank life insurance limit in Connecticut should be raised from \$3,000 per life to \$5,000. The "Courant" concludes a recent editorial as follows:

"Americans have a deep-seated belief in free competition. For that reason there is sympathy with the banks' plea that there is room in the insurance field for both them and the companies and agents. Even if the limit is raised as the banks ask, their share of the insurance written in Connecticut will be small. It should be, for this is clearly a marginal activity of the banks. It is the agents' livelihood.

"All things considered, the assembly might well grant the banks' request. But it is important for the public to realize that buying insurance over the counter from banks is different from doing business with an agent trained in the technicalities of insurance. There may be one man in a thousand who knows exactly what he wants and needs in life insurance. He can walk into a savings bank and get it at the lowest price available anywhere. The other 999 will continue to do business with agents. For they want not just a policy, but a service. To that service savings bank life insurance is no real threat."

However, in spite of the paper's effort to reach a balanced judgment, it overlooks the great importance of the area between \$3,000 and \$5,000, for it is in the below \$5,000 category that the very

great majority of policies is written. The "Courant" also assumes that \$3,000 is a justifiable figure as a top limit.

We disagree with that assumption. As a practical matter S.B.L.I. exists and there is no use crying about it or making any serious effort to get it repealed. But it should never be forgotten that S.B.L.I. is a phony as far as its original aim is concerned. It was designed to provide cheap insurance for poor people. Maybe it has, for a few of them, but mainly it has provided cheap insurance for shrewd buyers. Few of these are in the poverty-stricken group that S.B.L.I. was designed to help.

It is natural that once an institution becomes established the people it harms tend to get used to it. They realize it is futile to keep on fighting the battle after it has been lost. But too many others, including in this case the Hartford "Courant," take the view that "whatever is, is right." They don't question whether it should have been allowed to come into existence in the first place.

The long range expansion strategy of S.B.L.I. is perfectly transparent: Get all you can and when the tumult has died down go after the next objective. The objectives sought at each stage are so modest that they seem reasonable, even to so good a friend of the life insurance business as the Hartford "Courant." But they are like a ratchet, inching forward a little at a time and never receding. Even at the risk of seeming to strain at a gnat, life insurance men must fight against these encroachments wherever they are attempted, just as they are doing in Connecticut.

High-Pressure Selling of NSLI

Regardless of its admittedly competitive aspects, National Service life insurance has, on the whole, been well treated by the life insurance business. Executives of companies have given time and invaluable advice to help NSLI. Countless agents, whose time is their capital, have programmed life insurance estates involving NSLI and have advised veterans to keep their government insurance. If there have been cases of twisting NSLI they have been rare.

However, all this cooperation should not be one-sided. In fact, if the government authorities are wise they will do everything they can to curb some of the

activities that have been going on in the effort to sell NSLI to members of the armed forces.

A company executive recently received from one of his best agents a letter stating that a soldier he had talked with said he and others had been advised at their army camp to drop their civilian insurance before going overseas because it was no good outside continental United States and were told to take out NSLI, as it was good anywhere. This agent, protesting against what he calls the "vicious and dirty competition" says that, "they warn us salesmen if we dare breathe an unkind word about their G.I. insurance they

will have the state insurance commissioner void our license to sell. I personally have received that warning twice."

This is not the first case where soldiers' superiors have been accused of trying to twist civilian life insurance.

High-pressure selling of NSLI is just as indefensible as with civilian life insurance. So are incomplete comparisons. The officer who is charged with the responsibility of getting his men covered by insurance is not ordinarily a salesman but he knows he has to make what his superiors will consider a creditable showing or it will reflect on his own record.

The whole situation adds up to an overwhelming argument for passing the

Hook commission's proposal for free coverage for service men during their service and terminating on discharge. This would eliminate any need for putting pressure on servicemen to buy insurance. It would similarly remove any temptation of superior officers to talk against civilian insurance.

In the meantime, if the government authorities expect to keep the great majority of life insurance agents cooperating on servicing NSLI and regarding it with reasonably good will, there should be prompt and effective efforts to cut down sniping at civilian insurance, beginning with removal of pressure from those who are charged with "selling" NSLI to recruits.

PERSONAL SIDE OF THE BUSINESS

Ferrel M. Bean, general agent of John Hancock, Chicago, and Mrs. Bean have returned from a short vacation trip in Florida. They spent a week at Jacksonville and then attended the midyear meeting of the National Assn. of Life Underwriters at Miami Beach. Mr. Bean was in Boston this week to attend a gathering of the John Hancock general agents association committee on field matters.

John R. Jones of the John Hancock is serving as co-chairman of the annual membership drive of the Indianapolis Y. M. C. A. for the third consecutive year.

Fred T. Jordan, Union Mutual home office agency manager, has been named to the board of the Maine General Hospital, Portland.

William T. Earls, Connecticut Mutual general agent at Cincinnati, addressed the Kentucky Hospital Assn. on the proposed modifications of the social security act making the benefits available to all hospital employees.

Russell W. Harrison, Prudential manager at Portland, Ore., observed his 30th anniversary with the company.

W. Leonard Davin of the Rochester agency of Union Mutual Life, has been elected mayor of Avon, N. Y.

Purl E. Ansel, Monarch Life, Baltimore, fractured his leg in four places when he fell from a ladder at his home and will be confined there for two more months.

Stanley C. Collins, Metropolitan Life Buffalo, was honored by insurance men of Buffalo, Niagara Falls, Rochester and Jamestown. The meeting was held in conjunction with the Buffalo appearance of the New York State sales caravan. Mr. Collins was named head of the New York State Life Underwriters Assn. last year. He was presented a gift by Ray S. Spurr, president of the Buffalo Life Underwriters Assn. and Sidney Wertimer, Prudential, Buffalo, past president of the state association.

John B. Moorman, general agent of Equitable Life of Iowa, Cincinnati, was guest of honor at a luncheon tendered him by his associates marking his 50th year in life insurance. He started in the

cashiers' department of Equitable Society at Cincinnati. In 1919 he was appointed to his present position. He has built his agency into one of his company's leaders.

Mrs. Dwight Ream, wife of the Topeka general agent of Northwestern Mutual, was named president of the Topeka alumni chapter of Kappa Alpha Theta.

Among a group of publishing and business executives who took a 45-minute trip over New York City and its environs aboard Pan American Airways' \$1,500,000 strato-cruiser was **Leroy A. Lincoln**, president of Metropolitan Life. The planes, which carry 75 passengers, are on the Bermuda run and will shortly be used on European flights.

A. Neilson Kerwin, newly appointed assistant secretary of North American Reassurance, will celebrate his 25th anniversary with the company next year. Most recently he has been handling personnel work. He is active in Life Office Management Assn. activities and is an L.O.M.A. associate.

Clifford H. Orr, general agent of National Life of Vermont at Philadelphia and president of National Assn. of Life Underwriters, has recovered from the attack of pleurisy he suffered during the N.A.L.U. midyear meeting at Miami Beach and has returned to his home in Philadelphia. His doctor has ordered him to cancel all speaking engagements for the next two months.

DEATHS

Joseph A. F. Dunn, who retired last December as head of the press information department of Metropolitan Life, died in Peekskill, N. Y., hospital. He was 70 years old and had been with Metropolitan for 25 years. Mr. Dunn began his newspaper career on the Denver "Post" and later went to the Denver "Times." Going to New York City, he held editorial positions for many years with the former "Evening Mail," "Evening World," "Press" and "Evening Journal." He had also been con-

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ciate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.
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April 15, 1949

ected with the Sunday magazine sec-
tion of the New York "Herald" and
the New York "Times." For several
years before joining Metropolitan he
was with Pathé films as serial publicity
manager and production manager.

J. Ray Davis, Provident Mutual gen-
eral agent in Cleveland since
1931, died at Lakewood, O.
After 17 years as agent with
Penn Mutual, he went to
Cleveland as head of the
Provident's agency. He
served a term as president of
the general agents associa-
tion. He served as lieutenant
commander of the coast guard reserve
in the Cleveland area in the second war.



J. Ray Davis

J. G. Kimbrough, district manager of
Gulf Life, Pensacola, Fla. died. He
joined the company 23 years ago.

John Stiles, 62, assistant manager
Metropolitan Life at Memphis, died af-
ter an operation. He was president of
Metropolitan Life Veterans Assn.

Edward I. Brown, 65, for 10 years
Phoenix Mutual's Boston manager and
former president of the Boston Life Un-
derwriters Assn., died after a heart at-
tack. A graduate of LaFayette College,
he was a preparatory school teacher be-
fore entering insurance in 1914. When
manager at Buffalo he was the first
president of the New York State Life
Underwriters Assn.

Dr. C. B. McCulloch, 78, vice-presi-
dent and consulting medical director of
State Life of Indiana, died after a heart
attack. A graduate of a Chicago medical
college, he commenced practice in 1897.
He joined the company as a medical
examiner in 1900 and became assistant
medical director in 1902 and served
from 1915 to 1948 as medical director.
He was elected a director in 1926 and
vice-president in 1934. He was suc-
ceeded in 1948 as medical director but
continued to serve in his other capac-
ities. Prominent in civic affairs, he was
twice Democratic candidate for gov-
ernor of Indiana and was a director of
the Federal Home Loan Bank. A colonel
in the medical corps in the first war,
Dr. McCulloch was also interested in
literary activities and was the friend of
many figures such as James Whitcomb
Riley and Booth Tarkington.

Orin D. Goodwin, 51, president of
Webster Life of Iowa, died of a heart
attack at Iowa Lutheran Hospital, Des
Moines. He became ill at his home and
died about an hour after arriving at the

hospital. He had been an official of
Webster Life since 1925 and served as
president for more than 15 years.

He was born at Redfield, Ia., and
attended the University of Iowa. He
was with a bank at Iowa City until he
joined Webster Life.

J. B. Murtland, 42, assistant district
manager Prudential at Nashville for the
last 14 years, died after a heart attack.

R. William Archer, 49, director of pub-
licity for Southwestern Life, and former
newspaper man and chamber of com-
merce secretary, died at his Dallas home.
He had been with Southwestern since
1939. He was graduated from Univer-
sity of Texas and served in the first
war. He was secretary of Life Adver-
tisers Assn. at the time of his death.

Lewis O. Kinne, assistant secretary
of Aetna Life, died suddenly at the age
of 62 at his home at Glastonbury, Conn.

Mr. Kinne had served three terms as
a representative in the Connecticut as-
sembly.

Following his graduation from Hunts-
inger's Business College in 1906, he
joined Aetna Life and 10 years later was
promoted to supervisor in the policy
change division. He later organized the
present policy title division. He was
named an assistant secretary in 1927
and was in charge of the life claim,
policy title and policy change divisions.

He had served as vice chairman of
Welles Village federal housing commis-
sion and was a member of Glastonbury
housing authority.

He was a former deputy judge in
Glastonbury town court, president of
Glastonbury Chamber of Commerce,
chairman of town plan commission and
zoning board of appeals, and was a
deacon of Central Baptist Church of
Hartford.

John T. Fox, who died recently at
Braddock General Hospital, Pittsburgh,
before he retired a year ago, had been
with Knights Life for 30 years. He was
superintendent in East Liberty and in-
spector in the home office.

Fred J. Carr of Roxbury, Mass., dean
of John Hancock district managers, died.
He started with John Hancock in 1906,
and saw service at Cambridge, Mass.,
and Waterbury as well as at Roxbury
where he had been manager since 1939.

Am. Casualty Offers Accident Cover for Blind

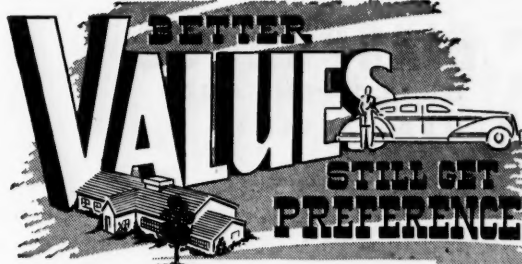
American Casualty is issuing stand-
ard accident coverage for blind persons,
and this week Vice-president Darrell O.
Smith delivered the first policy to Dr.
Robert B. Irwin, executive director of
American Foundation for the Blind,
New York.

Rates are 20% higher than for the
non-blind, but initial rates are the re-
sult of judgment since there is no ex-
perience available on the class of risks.
After two years the company plans to
refigure the risk in keeping with its
experience.

Jerry Moyer, blind insurance agent
at Allentown, Pa., has for years sought
to get the company to issue such poli-
cies. To be eligible a blind person must
be gainfully employed, earning \$75 or
more a month, be between 18 and 64
for men and 18 to 59 for women. Rates
are \$15 a year for men and \$19.95 a
year for women. The coverage pays
\$5,000 for accidental death, up to \$3,000
for loss of hands or feet, and \$60
monthly up to 12 months while dis-
abled due to accident.

John H. Boulware, formerly manager
of Professional Insurance, has gone with
Paul Revere Life and Massachusetts
Protective Assn. as an agent in Talla-
hassee.

Seattle Life Managers Assn. heard a
talk Monday by Walter Hoefflin, Pacific
Mutual, Seattle, on "When Should Com-
petition Cease in Selling Our Merchan-
dise". Mr. Hoefflin is chairman of the
general agents and managers commit-
tee of National Assn. of Life Under-
writers.



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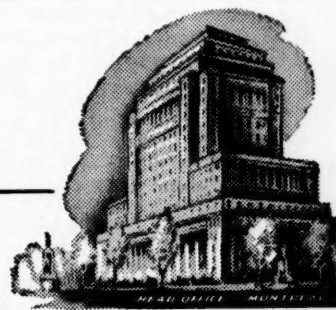
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COMPANY MEN

Pacific Mutual Promotes Three

Alexander A. McLeod has been appointed field director of Pacific Mutual succeeding John Ford who recently resigned to go with Forest Lawn Life.

William A. McGurn has been appointed assistant field director.

Mr. McLeod formerly was assistant to Mr. Ford. Mr. McGurn has been an agency supervisor in the field.

Joseph C. Gross, formerly with the company in Chicago, has been named assistant manager of agencies.

Doty Was with Mutual Benefit

A. H. Doty, whose election as vice-president of Standard Life of Mississippi was reported in the April 1 issue, was previously general agent in Mississippi for Mutual Benefit Life. The item incorrectly stated that he had been with Standard Life since 1930.

The new eight-story building constructed by Connecticut Mutual for the use of 95 Hartford doctors is now in operation.

ACCIDENT

Death in Row Held Accident

The Kansas supreme court has held in *Okins vs. Illinois Bankers Life* that an insured who was shot and killed by his wife during an argument died by "accidental means." The court affirmed judgment for the plaintiff-beneficiary, saying that the shooting was an accident even though he might have been the aggressor.

New Richmond Assn.

Richmond (Va.) Assn. of A. & H. Underwriters has been formed with Ira P. Cromer as temporary president.

San Antonio A. & H. Underwriters Assn. heard a report by O. D. Harland on a meeting of the executive committee of the Texas association with representatives of the local group at Waco. D. H. Tucker of the National Register Co. spoke on salesmanship.

Wesley J. A. Jones, executive secretary of National Assn. of Accident & Health Underwriters, addressed the Mil-

waukee association on the national educational campaign against compulsory medical, health and disability insurance legislation.

POLICIES

Union Mutual Adds New Family Income Benefits

Union Mutual has added new family income benefits of \$15 and \$20 monthly per \$1,000 of sum insured. In the family income rider, an option permits conversion at attained age of an amount not exceeding the commuted value at effective date of conversion.

Annual premiums, payable for 12 and 16 years respectively, for the new 15 and 20 year family income benefits, are shown below. There is also a 10 year plan on which premiums are paid for eight years.

Age	15 Year		20 Year	
	\$15 per \$1,000	\$20 per \$1,000	\$15 per \$1,000	\$20 per \$1,000
20	5.87	8.13	7.38	10.23
25	6.91	9.58	8.91	12.36
30	8.49	11.77	11.24	15.59
35	10.92	15.13	14.81	20.53
40	14.63	20.28	20.22	28.03
45	20.29	28.12	28.42	39.39
50	28.87	40.02
55

Phoenix Has New Term Plan

Phoenix Mutual has introduced a five-year special term contract, with a minimum of \$10,000 for ages 20-55 and \$5,000 for ages 56-60. It is convertible as of attained age within four years. If the insured has not passed his 60th birthday, the contract may be converted as of original age, subject to the payment of the difference in back premiums with interest at 5% with allowance for dividends. The regular five-year term contract remains unchanged.

Annual premiums per \$1,000 are: Age 20, \$6.17; 25, \$6.81; 30, \$7.80; 35, \$9.31; 40, \$11.61; 45, \$15.13; 50, \$20.50; 55, \$28.67; 60, \$41.04.

Raises Disability Income Limit

Fidelity Mutual has increased its maximum limit on disability income to \$150 per month.

The company will also accept applications for its "low rate life" plan on substandard risks up to 100% extra mortality.

George A. Myer, general agent of Mutual Benefit Life, Newark, led a discussion of tax saving through deferred compensation plans at a meeting of the Harrisburg C. L. U.

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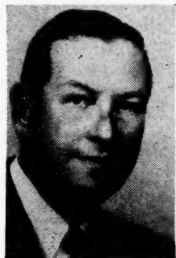
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LIFE AGENCY CHANGES

Patton in State Mutual Group Post

State Mutual Life has appointed John A. Patton as group home office representative for California, with headquarters at Los Angeles. On graduation from Pennsylvania State College in 1924, Mr. Patton joined the Woods agency of Equitable Society in Pittsburgh. Two years later he became a member assistant manager in charge of group.



J. A. Patton

Leaving Pittsburgh in 1930, Mr. Patton became successively associate sales supervisor of the home office group department with co-responsibility for national group activities, associate group manager at Chicago with responsibility for production from Cleveland to the Pacific Coast, home office group manager in charge of nationwide sales of group coverages, including pensions and salary allotment, and agency manager at New York City.

Mr. Patton's home office will be at 434 Roosevelt building. Wilfred J. Feeney will remain in the Los Angeles office as Mr. Patton's associate.

K. W. Chapman Opens Unit for B.M.A. in Honolulu

King W. Chapman is opening an office for Business Men's Assurance in Honolulu. He has been in the insurance business in various sales and executive capacities since 1936. He has just completed his service as temporary territorial insurance commissioner. In addition, he has been executive vice-president of a Hawaiian insurer and also has had sales and managerial experience in the islands.



KING W. CHAPMAN

Mr. Chapman also served as superintendent of schools in the Philippines and during the war served as a liaison officer in Hawaii. He is a graduate of Tri-State College, Indiana.

Rosenfelt Agency Honored

The Toledo agency of Connecticut Mutual Life celebrated its 100th anniversary with a dinner at which President Peter M. Fraser presented the agency a plaque for outstanding organization work in 1948. Floyd A. Rosenfelt is general agent.

Guardian Appoints Regar at Tampa

Guardian Life has appointed Jack Regar as manager at Tampa, Fla., and Robert F. Kuhling as supervisor at Jacksonville, Fla.

Mr. Regar will join T. J. Miles, who is also manager at Tampa and the agency will be known as the Miles and Regar Agency. He is a graduate of the University of Tampa and entered insurance in 1937. He served in the merchant marine during the war.

With the company since 1913, Mr. Miles opened his agency in 1925. He is a past president of the Guardian Life Leader Club and the Florida State Life Underwriters Assn.

Mr. Kuhling will join S. J. Brown, Guardian's Jacksonville manager. He entered insurance in 1946, following army service.

Aetna Fills Fargo, Duluth Posts

Aetna Life has appointed F. E. Roy, its general agent at Fargo, N. D., as general agent at Duluth. He succeeds J. W. Kernan, general agent for the last 18 years, who has resigned to devote his time to personal business. Vernon B. Struck, who joined the Fargo agency in 1948, has been appointed general agent there.

Mr. Roy joined Aetna in 1934 as cashier at Duluth and was assistant general agent when appointed to Fargo. A graduate of University of Minnesota, he has served as secretary of the Duluth Underwriters Assn.

Mr. Struck is a graduate of Harvard and a wartime naval officer. He joined the Fargo agency last year following work in advertising and petroleum.

Postal Names Press Underwriting Agency

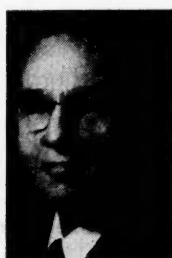
Postal Life has appointed the Press Underwriting Agency of Brooklyn, headed by H. Louis Press, as general agent. William C. Jeffrey has joined the agency to manage the new life department. It will stress brokerage business.

After attending New York University and graduating from the school of accounting of St. John's College, Brooklyn, Mr. Press started in insurance in 1934. He started his own agency in 1940. He is an army veteran.

Mr. Jeffrey started in insurance with Travelers in Yonkers 20 years ago. He has handled both life and A. & H. He



H. L. Press



W. C. Jeffrey

served as vice-president of the A. & H. Club of New York. He conducted a brokers' class at the Knights of Columbus insurance school in New York for 12 years, the last five of which he was the principal lecturer.

Prudential Enters Van Nuys

William J. Emmeluth has been named manager of the new Prudential district agency at Van Nuys, Cal. Mr. Emmeluth has headed Milwaukee district 2.

He joined the company as an agent in Los Angeles in 1931. He attended the University of Washington and is a CLU.

World Is Shifted in South

World of Omaha has made a four-way territory and manager change in Alabama, Mississippi, Louisiana and Oklahoma. Alabama and northern Mississippi formerly were under Richard Barnett and southern Mississippi, Louisiana and Oklahoma under Yale Shamburg and M. F. Rackmel as co-managers. Alabama now has been set up as a separate territory under Mr. Barnett. Managers Shamburg and Rackmel have taken over all of Mississippi while retaining Louisiana, and have relinquished Oklahoma to P. J. Ashenbrenner, former North Dakota manager. W. T. Hunter, for many years in the insurance business, has been appointed resident manager for Mississippi.

Gilhooley Phila. Head

John Gilhooley, who has been supervisor in New York for Union Mutual, has been appointed manager at Philadelphia.

Why

CROWN LIFE POLICIES ARE BECOMING INCREASINGLY POPULAR

Because Crown Life policies are flexibly designed to satisfy today's requirements. This special effort to fill the needs of today sold more policies in the United States last year than ever before. A record attained solely on merit.

CROWN LIFE

Established 1909 **INSURANCE COMPANY** Home Office Toronto, Canada

The Crown Life is now licensed to operate in Alaska—California—Hawaii—Idaho—Indiana—Louisiana—Michigan—Minnesota—Missouri—New Jersey—New Mexico—North Dakota—Ohio—Texas—Washington.

COMPLETE PROTECTION

Agency Franchises Available

JEFFERSON NATIONAL

Life Insurance Company
INDIANAPOLIS INDIANA

HIGHLIGHTS

From Our

44TH ANNUAL REPORT

New Business for 1948 exceeded \$30,000,000. A 7% increase over 1947.

Insurance In Force increased over \$18,000,000, making total in force \$211,902,775.00.

Assets increased \$4,464,327.16, bringing total assets to \$56,960,378.19.

Surplus increased \$323,793.08, making total surplus \$3,765,194.19.

A Tribute to Indianapolis Life Representatives.

The Company points with pride to its representatives. They are carefully selected and given thorough training. They are CAREER underwriters who enjoy a close, friendly relationship with the Home Office, a modern Rate Book, giving instant answers for briefs and programs, and other important sales helps. Lifetime service fees and a pension give added security.

INDIANAPOLIS LIFE INSURANCE COMPANY

INDIANAPOLIS 7, INDIANA

A Legal Reserve, Mutual Company, organized in 1905

Over \$211,000,000 of INSURANCE IN FORCE

General Agencies available in Toledo, Ohio; Springfield, Illinois; Davenport, Iowa; and, a few other choice cities in Indiana, Texas, Minnesota, Illinois, Ohio, Michigan, and Iowa.

Albert H. Kahler,
President and Director of Agencies

Walter H. Huehl,
Executive Vice-President

INDIVIDUAL SECURITY — DEMOCRACY

Today, as never before, the people of America are thinking of the security of the future, a security guaranteed not by the blood of battle, but by the economic security of each individual—for economic security of the individual is the prime requisite of national security.

When people turn to their government for sustenance, they live by the will of the government, not by their own, and Democracy becomes a mockery.

Life Insurance stands foremost in guaranteeing the economic security of the individual—in fact it is the greatest of all guarantors of individual security — and so of Democracy and Liberty.

Are you, as a Life Underwriter, interested?
You will find it pays to be friendly with



PEOPLES LIFE INSURANCE COMPANY
"The Friendly Company"

Frankfort

Indiana

NEWS OF LIFE ASSOCIATIONS

Call Stresses Field Responsibility to Diffuse Knowledge

Speaking on "The Company—the Buyer—the Agent" before the Southern California Life Underwriters Assn. at Los Angeles, Asa V. Call, president of Pacific Mutual and of Life Insurance Assn. of America, declared economic enlightenment must be spread to combat the fallacies rampant in the country that are disseminated through malice, manipulation, misinformation and misunderstanding either of causes or effects.

The major responsibility of the company, buyer and agent is to be a missionary of freedom and fighters for the future, or we will have no freedom or future, and to strive for national integrity if our individual integrity is to have any meaning, he stated.

Effective Programming

Arthur F. Priebe, Penn Mutual, Rockford, Ill., spoke on "Sensible Programming," contending that agents who reach any large production goal must do some programming even though it takes more time. To meet the need of the individual the agent must first know his goals and desires before he starts talking personal insurance.

"The Debit—a Career in Service" was the topic of William M. Thomas, John Hancock Southern California group production chief who said that the debit agent is taught and equipped to serve the public. As he has a plan for everyone he does an outstanding job and makes the public more life insurance conscious.

Additional Speakers

Other speakers were Lester O. Schriver, Aetna Life, Peoria, Ill., who discussed "Your Business is What You Make It"; William H. Gould, Massachusetts Mutual, speaking on "An Idea that Worked"; Martin I. Scott, Equitable Society and president of the American Society of C.L.U., talking on "Let's Think About Fundamentals."

Also A. H. Kollenberg, Mutual Benefit, Grand Rapids, speaking on "Partnership and Corporation Insurance; Alden H. Palmer, Insurance R. & R. vice-president closing the session with his talk on "Let's Get Excited about Life Insurance." Rev. Theodore H. Palmquist spoke on "A Society of Fools" following the opening of the meeting by Gerald W. Page, Los Angeles Assn. president.

Production awards were made to 75 members of the Los Angeles group who had paid for \$250,000 new business in 1948 and to 15 who paid for \$500,000.

Ohio Meetings May 6-7

Ohio Life Underwriters Assn. will hold its annual sales congress and convention at Commodore Perry hotel in Toledo May 6-7. An area management conference also will be held in Toledo May 5, with the Toledo managers group as host. William A. Schauer, Detroit general agent of Penn Mutual, will speak on "Recruiting Processes." B. N. Woodson, executive vice-president of Commonwealth Life, will speak at the managers' dinner meeting. A breakfast for women agents will be held May 7, at which there will be a Hollywood breakfast broadcast over station WTOL. Miss Mary B. Crowe, Columbus, Equit-

able Life, will be the speaker at the women's meeting. Speakers so far engaged for the life convention are David Fluegelmann, Northwestern Mutual, New York City; Stanley F. Coates, Aetna, Muskegon; Ralph G. Engelsman, Penn Mutual, New York City; Grove Patterson, "Blade", Toledo; Hugh McTeague, Metropolitan Life, Columbus; William P. Lynch, Prudential, Newark.

Iowa Association to Hold Sales Congress May 7

Iowa State Life Underwriters Assn. holds its first annual sales congress at Des Moines May 7 in conjunction with the association business session May 6-7. Clifford H. Orr, president of N. A. L. U., will keynote the session with an address, "New Challenges."

Arwood Henderson, assistant superintendent of agencies of Aetna Life, Hartford, will speak on "How to Make Laziness Pay Off." Other speakers will include Robert B. Hulsen, sales manager, Moorman Mfg. Co., Quincy, Ill., and Sherman O. Schumacher, Provident Mutual, Akron, O. Governor Beardsley of Iowa will address the luncheon meeting. T. J. Kiesselbach of Mason City, state president, will open the session.

Plans for Tenn. Caravan

The Tennessee Life Underwriters Assn. is sponsoring a sales caravan in Knoxville, April 20; Chattanooga, April 21; Nashville, April 22, and Memphis, April 23. The speakers' panel is composed of A. R. Jaqua, Southern Methodist, and David Marks, Jr., New England Mutual, New York.

Columbus to Honor Huebner

Dr. S. S. Huebner, president of the American College, will be the guest of honor at the Columbus Life Underwriters Assn. annual sales congress April 29. In addition to Dr. Huebner, who will be the principal luncheon speaker, there will be four other speakers. S. F. Weill, district manager of John Hancock is chairman of the event.

Wichita—John Kincheloe was elected president, succeeding L. D. Carter; Herbert P. Lindsley vice-president, Maurice Coulson 2nd vice-president, and John Coe, secretary. New directors include Marvin L. Mainum, Don Davis, Orville R. Eby, William Harris, Howard Channell and Max Munson. The speaker was Wayne Randall, president Osage City Bank.

St. Joseph—G. Virgil Myers, Mutual Benefit Life spoke on "Streamlined Programming."

Grand Rapids—Levi E. Bottens, administrative assistant of the Life Underwriter Training Council, spoke on the program to bring training to all members in the basic uses of programming and increase the efficiency of agents.

Washington, D. C.—The directors recommended to the District of Columbia insurance department that the district code be amended to incorporate the commissioners standard definition of group life insurance. The Leaders Club will arrange the May meeting, when officers will be elected. Nominations for directors who will be elected in May include L. B. Crabbs, Equitable Society; M. T. Curtis, Lincoln National; L. J. Grayson, Travelers; W. J. Haggerty, Occidental; W. D. Macy, Phoenix Mutual, and W. T. Parker, Aetna.

Cincinnati—E. M. Schwemm, agency manager of Great-West Life, Chicago, will speak on "Sales Ideas for '49" April 15.

Jackson, Miss.—Richard E. Pille, superintendent of agencies of Mutual Benefit Life, addressed a luncheon meeting.

Boston—Charles J. Zimmerman, associate managing director of the L.I.A.M.A. spoke on planning work in 1949.

Sales Ideas and Suggestions

Salary Savings Plans Stressed at Congress Sponsored in Pennsylvania

Discussing sales concepts at the caravan sales congress of Pennsylvania Life Underwriters and Pennsylvania Leaders round table, William B. Hoyer, John Hancock, Columbus, said that though there have been changes such as pensions and profit-sharing trusts during recent years, insurance still deals mainly with the average man.

The caravan appearing in Johnstown and Erie was also addressed by Sayre McLeod, Prudential vice-president, Orville Beal, Prudential vice-president, spoke at Wilkes-Barre and Reading.

Emphasizing the salary deduction method as a phase of mass selling that has gradually increased in popularity, he discussed the sales plan and advantages to employer and employee. In getting permission to solicit insurance on a salary deduction basis executives are shown a visual security chart that dramatizes what social security will do and how a man's insurance may be changed into an over-all scheme.

Cites Benefits for Both

From the employer's point of view the plan shows sincerity and personal interest in the employees, makes for better employees with a back-log of insurance that reduces fear, frees management from assuming all responsibility for retirement, and decreases turnover of employment. To the employee he points out that more insurance can be purchased than in any other manner, advice and counsel of a competent agent is received, a retirement fund is set up and at the same time an emergency fund, and on the termination of employment a contract may be continued by payment of premiums.

Selling of the individual employee on the plan can be done by use of the chart and demonstrating that in 95% of the cases his insurance can be programmed and he can be shown where he falls short of desired goals. Each one should be committed on an amount that they can save each month for the plan on a salary deduction basis much like the war bond plan in which so many participated during the war, he concluded.

Individuals Antagonistic to Insurance

Mr. McLeod, told the group at Johnstown and Erie that while much of the public has a knowledge of life insurance there are many in public and private life who are antagonistic and charge that the business has become too powerful and important in the national economy. Refuting this, the speaker declared that

the increase in insurance of the last 10 years is not comparable to that of bank deposits, savings bonds, pensions and trust funds; which have grown more than 324%.

Also subject to misrepresentation is the agency system, though the T.N.E.C. in its investigation of life insurance in 1940 maintained it was desirable and necessary. Therefore, it is necessary that the public understand the advantages of the agency system. On the system rests much of the responsibility for the public's attitude, he said.

At the Wilkes-Barre and Reading congresses, Mr. Beal emphasized the factor of self-analysis for the success of the individual agent. As an aid to this objective, he suggested the formula that sales volume equals the numbers of calls times the ratio of sales to interview times the average sale in dollars.

Psychologist Tells How to Keep Upper Hand in Interview

Dr. George W. Crane, columnist and psychologist, in addressing the Ferrel M. Bean agency of John Hancock in Chicago, emphasized the danger of letting the prospect dominate the interview by asking questions. The thing to do is to pause and praise, he said. The secret of dominating interviews is to get the upper hand in shooting questions at the prospect; sometimes to "reverse the why," or turn a question by asking him a question.

He especially stressed the need for using short words. Until only a few years ago the average man in this country had the educational level of the seventh or eighth grade; now he is barely in the high school level. Dr. Crane warned against using words of more than two syllables, for most people are not receptive to longer words.

Dr. Crane advised against seeking constantly "greener pastures" in which to sell. Policyholders are investments in future business, he commented. Life insurance salesmanship depends greatly on friendship, personal contacts and confidence of the buyer in the salesman. As the years pass the salesman gains in stature with the policyholders as they become aware of the fine property they have bought.

Dr. Crane, who is a textbook author and conductor of a column in the Chicago "Tribune," is a client of D. J. Cranston of the Bean agency.

Washington National; vice-presidents, Chester Maher, Duluth, Security Mutual; Harold W. Ahl, Mankato, Monarch Life; Archie Altermatt, Minneapolis, Monarch Life; Henry Halverson, St. Cloud, North American Life & Casualty; Clarence Kratenmaker, Murdock, Mutual Benefit H. & A.; secretary, Oliver Olson, Minneapolis, North American L. & C.

Now for the \$64,000 Question!



Q. What is the advantage of multiple lines, Mr. Holmes?

A. "Why, Professor, it's just like having three paydays every week. My Accident and Health clients buy life coverage; my Life clients buy Group insurance for their businesses; and my Group business supplies me with fresh leads for more A & H and Life business. Multiple lines—Life, Group, and Accident and Health give me multiple income."

Mr. Holmes has spent 10 years in life underwriting. When he says, "Multiple Lines offer the greatest earning possibilities," he is speaking from experience. That's why we say: "You're always in business with

GENERAL AMERICAN LIFE INSURANCE COMPANY
WALTER W. HEAD, PRESIDENT
SAINT LOUIS

RECORDS

MUTUAL TRUST LIFE—Paid business showed an increase of 27% for March, 24% for the first quarter. The March gain was due primarily to a production contest in honor of A. B. Slattengren, senior director.

CONNECTICUT MUTUAL—For the first quarter life insurance placed totals \$58,222,119, up 2.6%.

GREAT-WEST LIFE—Over \$62,000,000 of paid business in the first three months of 1949 made this the best first quarter in history. The leading branches so far are Chicago, Winnipeg, and California. The three-month figure exceeds the production for any year prior to 1942.

Hyneman Minn. Chief

At the Minnesota State A. & H. Assn. convention and sales congress at St. Paul, these officers were elected: President, Arthur Hyneman, Litchfield,



Fifty-eighth Year of Service to the Families of New England

REINSURANCE

LIFE — ACCIDENT — HEALTH — POLIO

ALLIANCE Life INSURANCE COMPANY
Ray E. Sutton, Reinsurance Director
Chicago

NEWS OF LIFE COMPANIES

Home of Pa. Marks 50th Birthday April 17

Home Life of Pennsylvania will observe its 50th anniversary April 17. Founded as an industrial company, an ordinary department was added in 1908. A pioneer in the field of insuring coal miners in the anthracite region, by the 25th business year the insurance in force reached \$66 million.

Daniel J. Walsh, president, assumed the position on the death of his father, Basil S., who had held the post since 1912. At the end of 1948 total insurance in force has passed the \$223 million mark, 50.8% of which was ordinary.

Features of the anniversary include regional celebrations and the addition of three new policies to the sales portfolio.

Runs Chicago Course

Nineteen agents from 13 agencies of Bankers Life of Iowa attended a district sales training school in Chicago. It was the first in the series of four.

Hangs Patriotic Mural

A realistic mural, "The Day of Decision" by Barry Faulkner, is being hung this week in the new home office building of John Hancock. The mural de-

picts the dramatic moment on July 2, 1776, when delegates to the Continental Congress were about to declare themselves for freedom.

Conn. General Discontinues Issuing Premium Receipts

Connecticut General has announced the discontinuation of premium receipts except upon request. According to a company survey less than 1½% of the policyholders were interested in a receipt when a form was provided for keeping their own records.

Starts Acquaintance Drive

Berkshire Life has started an advertising campaign to better acquaint the community of its home office, Pittsfield, Mass., with the company.

The drive is taking the form of "ads" in the local paper and letters being sent to a number of business and professional men each week.

Old Line Moves Monday

Old Line Life will open for business next week in its own home office building in Milwaukee. Open house for employees and their families will be held on Sunday. The corner store on the ground floor has been vacated and is being remodeled for the H. B. Buckman and F. W. DuBose agencies of Old Line.

Prudential Sells Schwab Site

Prudential has sold to a real estate syndicate the Riverside drive site in New York City formerly occupied by the Schwab residence which it purchased two years ago. The syndicate will build a 630-apartment, 2,200 room, 17-story building. Prudential is providing the mortgage financing.

Republic National's March "man of the month" in life production is W. H. Alley, Tulsa, and in A. & M. production is C. R. Morgan of Wichita Falls, Texas. Leading agency of the month was Houston.

LoTruglio Is New Head of New York Supervisors

NEW YORK—Peter J. LoTruglio, Aetna Life, was nominated for president of Life Supervisors Assn. of New York at the April meeting to succeed Arnold Siegel, Connecticut General. Others on the slate include Robert I. Curran, Massachusetts Mutual, and A. Robert Jacobs, John Hancock, vice-presidents, and F. B. J. McCaffrey, John Hancock, secretary. The outing will be held June 14 at Tamarack Country Club, Armonk.

Rose Is Luncheon Speaker

Luncheon speaker was Harold C. Rose, New York attorney and million dollar producer. He said time spent in locating and selecting a quality market is well worth the effort and patience involved. He concentrates on wealthy clients including bankers, lawyers, etc., and tries to learn as much as possible about his prospects before contacting them with a personalized approach. In the high income brackets he finds the tax approach the most successful and uses charts and figures to show how insurance can create a large estate without concurrent increased taxation. Wealthy persons need liquid estates, he said, and can use insurance to secure it while using other funds for current expenses. He sells much 10-pay life, finding that the returns on it will do better for the buyer than on stocks or bonds because of taxes.

Salesmen need a sober, subdued conviction in their product, he said. From supervisors, he said producers want an honest estimate of what rating a client will get from the home office, and original sales ideas which producers frequently haven't time to develop.

Top Producers Holding Own Despite Slight Declines in Life Production Records

Top salesmen are holding their own despite slight industry declines in the sale of new business in 1948. This is the conclusion indicated by a summary of production figures of the 150 nominees to the annual all-star honor roll published in the April issue of the "Insurance Salesman." Average paid-for volume of the agents selected was \$895,000. Combined results of the 150 all-stars on other bases show that outstanding agents have more or less stabilized their production at the 1947 high level though the paid for volume figure is somewhat less than the 1947 figure. Average age of these producers was 44, youngest in history, and average of 14 years in the business. Nearly 75% have never changed companies.

R. C. Johnson Gives Tips on Running a Meeting

Raymond C. Johnson, assistant vice-president of New York Life, is the author of an article in a recent issue of "Printers' Ink" on how to keep a meeting running smoothly and swiftly. The program chairman, Mr. Johnson points out, has to plan his program so that there are not too many speakers for the time available; he must be a talent scout so as to get big names who will attract audiences; he must be a stage manager, checking all the properties and equipment in advance; he must be a considerate host, making the speaker feel at ease and as if he were among friends.

Finally, the program chairman must be an enthusiastic master of ceremonies, armed with up-to-date biographical information on the speaker. He should remember to announce the title of the speaker's talk and be sure he has the man's name accurately and knows how to pronounce it correctly.

Swift pacing, more than anything else, makes for an interesting program and it is the master of ceremonies who does the pacing, Mr. Johnson points out.

Still Await FTC Call for Second Mail Order Parley

WASHINGTON — Indications are that federal trade commission will probably be ready to make an announcement in about 10 days as to the time and place of its second trade practice conference for the mail order insurance industry. As about three weeks usually elapses between the date of announcing a trade practice conference and the assembling of the meeting, this precedent indicates the meeting will be due about the week of May 12, or perhaps the following week.

Among other matters, it is understood FTC has been reviewing past insurance investigations, including that of TNEC in life insurance. As a matter of general background, this may possibly have a bearing upon the mail order case, it is believed, but it might more definitely have a bearing if FTC were to embark upon activities in an insurance field wider than mail order.

Non-Assignability Upheld

The Michigan supreme court has reversed a trial court decision which held that a life insurance policy that was by its terms non-assignable could be surrendered by the insured's divorced wife, to whom it was assigned by divorce decree. The former wife had sought to surrender the policy for its cash value. The case is Byjelic vs. John Hancock Mutual.

Issues CLU Exam Answers

The American College has issued a set of composite answers to 1948 C.L.U. examination questions on part A, covering life insurance fundamentals and part B, covering general education.

An Opportunity To Increase Your Income

We have a most unusual opportunity for a few top-notch insurance salesmen who have broad contacts among closely-owned corporations.

Our proposition will increase your prestige, bind your clients closer to you, and lead to additional commissions. It will not interfere with your present work. In the course of your regular work, you will find out where interest in our service lies.

Our company is well established in the financial consulting field. We render a service of unique interest and importance to corporations which (1) have at least \$500,000 net worth and (2) have concentrated stock ownership.

We will offer exclusive representation rights to one key insurance office or agent in each important industrial city. They will be compensated adequately and will receive full commissions on any additional insurance placed as a result of our work.

Complete information will be furnished those who meet our standards. In your letter, please describe fully the nature of your contacts among closely-owned corporations.

Box U-4, National Underwriter, 175 West Jackson Blvd., Chicago 4, Ill.

DON'T OVERLOOK THE YOU IN U.S. LIFE
no brakes
...on our broker-aid!

From the word "GO," The USLife has YOU in mind. Whether you're looking for effective sales tools to help motivate prospects and produce leads, or helpful advice on preparing your own sales promotion campaigns... or whether you want competent advice and assistance to help you close cases on all regular forms of Life, A & H, Hospitalization, and Group insurance... you can always count on members of The USLife to give you full cooperation and service. This is why we say, "Don't Overlook the YOU in The U.S. Life."

the United States Life
INSURANCE COMPANY
IN THE CITY OF NEW YORK



Group Insurers Fail In Labor Dealing

(CONTINUED FROM PAGE 1)

union would not object to Blue Cross treating with the employer.

The industrial relations man stated that though it is a tough thing for an insurance man to do, in a case where a company has previously not been unionized and where an election to determine whether it shall be unionized or not is pending, the insurance company should tell the employer that he would be unwise to install employee benefits until after the election. There had been several instances where national labor relations board has voided employee benefits installed during a pending election period, because they were "prejudicial" to the course of the election.

Mr. Hammond indicated that he felt that from now until Sept. 1 of this year, the federal mediation service will be more swamped than ever before with cases involving employee benefit considerations in negotiated contracts. Recent NLRB decisions have made the position of labor even stronger insofar as negotiations on employee benefits or any other considerations are concerned, he stated. Up until recently it was generally accepted that a prerogative of management not mentioned in a labor contract would remain a prerogative of management until termination of that contract. Under the present NLRB concept, labor has license to bring up with management at any time during the life of a contract any subject which is not specifically outlined in the contract.

During general discussion following his talk, Mr. Hammond said that the new negotiative power of labor undoubtedly means that some group in-

surance programs which involve more than one union will be broken up where the unions cannot agree on the insurance administration. In other cases, where the unions are willing to work together, amalgamations insofar as the group insurance is concerned, can be effected or continued. Insurance administration goes the way the separate unions want it to go, he commented.

This year more employers are going to the bargaining table with a good idea of what they will offer insurance-wise, he said. Labor unions likewise, will be better informed, though their demands will be far greater than what they actually expect to receive. He said that any employer is better off at the present time if he can get the unions to agree to cut salaries in order to install pension or group plans, because labor is going to press for such benefits from here on in as it never has pressed before.

The speaker advised the group men present to spend just as much time attending union meetings as they do attending management meetings where he has observed the stress has been.

Prudential Accuses UOPWA Of Stalling Run-Off

(CONTINUED FROM PAGE 3)

bargaining for almost six months although all that remains to insure collective bargaining is the clerical task of mailing notices and ballots. . .

"I urge an immediate resumption of the conferences previously scheduled for the purpose of proceeding immediately with a run-off election in the Prudential case."

"The matter now is in the hands of the board. We cannot predict how long it will be before the run-off election is held. We can assure you, however, that we will continue to do everything pos-

sible to hasten collective bargaining for you."

The union charges that Prudential has "interfered with, restrained and coerced its employees in their union activities in their choice of a bargaining agent." It says that the company through its home office representatives, district managers and other supervisory employees is trying to influence the agents to vote against UOPWA.

The New York office of the national labor relations board said that it does not expect to be able to name the date for the run-off election between UOPWA and AFL before late in April.

Great-West Ups Limits On Non-medical Juvenile

Great-West Life has announced new non-medical limits for juvenile business in the U. S.

Limits are \$2500 for ages zero to two and \$5000 for ages three to 14 in place of the former limit of \$2000 for all juvenile ages.

On the company's estate builder plan, the non-medical limit is one unit, ultimate amount \$5000 ordinary life, or the amount purchased by an annual premium of \$60, whichever is greater.

Farmers & Bankers Appoints Young Field Director

Carl M. Young has been named field director for Farmers & Bankers Life



C. M. Young

Young was president of the Institute of Home Office Underwriters.

in addition to his duties as assistant secretary. Mr. Young has been with the company for 30 years as a statistician and home office underwriter. He also has been doing increasing amounts of agency field work and is a graduate of the Life Insurance Agency Management school.

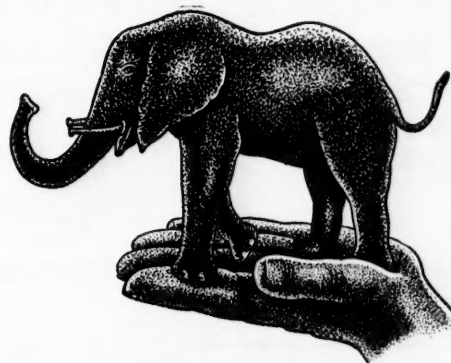
In 1946 Mr. Young was president of the Institute of Home Office Underwriters.

Continental Names Mielke

M. C. Mielke has been named general agent in Columbus, O., for Continental Assurance and Continental Casualty. He was formerly with Pacific Mutual Life.

AN AGENCY AND AGENTS CAREER CONTRACT

We Don't Give Elephants Away



BUT

We do have a Company founded on faith and integrity—dedicated to the principles that safety to our policyowners and service to our agents comes first.

This service concept in addition to 66 policy plans, sub-standard issuance and flexible underwriting, all backed by a career contract for career men and an expansion program of Agency Building.

For Information Address:

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ALL - WAYS

In the West it's

WEST COAST LIFE

INSURANCE COMPANY

HOME OFFICE • SAN FRANCISCO

GENERAL AGENCY NEWS

Present New Programming Plan at Schwemm Agency

The new "estate security" programming plan of Great-West Life was explained by two head office executives in a three-day school conducted in the Earl M. Schwemm agency at Chicago. Attending from Winnipeg were W. A. Johnston, educational supervisor, and J. L. Thirlwell, agency assistant. Newly liberalized rules on A. & H. were explained. A new A. & H. rate book was presented.

There also was announced a new family hospital policy and various new coverages, including several new types of life insurance plans, and a special retirement income policy and new family income riders.

The new programming plan includes a visual sales portfolio for use in the preliminary interview setting forth objectives of the estate security plan and work sheets and folders for use in presenting the plan.

Simon Agency Leads L.N.L.

The Ben Simon agency, Norfolk, Va., ranked first among Lincoln National agencies in paid production for the first quarter, with \$2,878,121. Second place went to the J. D. Marsh agency, Washington, D. C., with \$2,770,833. The Simon agency also led in 1948 with \$13,880,400.

"March for Marsh" Nets \$2,564,110

The J. D. Marsh agency of Lincoln National at Washington, D. C., held a

meeting to celebrate the "March for Marsh" campaign of last month. The agency paid for \$2,564,110. A plaque was signed by every agent and presented to Mr. Marsh. Mitchell T. Curtis, who led in volume of written business with \$428,050, was chairman of the drive.

Oshin Gets Award for Leading Home Life, N. Y.

Clarence Oshin, manager Home Life of New York in New York City, has been awarded a plaque for outstanding accomplishment in agency building in 1948. In presenting the plaque, president James A. Fulton commented on the outstanding progress the agency has made in the entire four years since Mr. Oshin established it. The award is based not only on volume but on development of successful new organization, development of assistant managers, quality and persistence of business. Of the 15 agents now in the agency only one man had had previous life insurance experience. Seven members are either law school graduates or members of the bar. The agency led the company in paid volume for 1948 and leads for the year to date.



Clarence Oshin

The Kansas agency of the Aetna Life held its annual sales meeting in Wichita with N. M. DeNezzo, assistant superintendent of agencies representing the home office. Assisting General Agent V. B. Askew were Harry Dembecki, agency supervisor; R. A. Pulley, group manager; and C. M. Lester, cashier. A banquet closed the meeting.

FRATERNALS

New Record for Fidelity

Fidelity Life Assn.'s sales last month exceeded any previous March. Insurance sold totaled \$689,356, up 34%. Sales were largest in smaller cities and rural areas.

To Aid Flag Foundation

Royal League's Wisconsin organizations have voted to contribute to the National Flag Day Foundation recently organized by the nine fraternal societies domiciled in Wisconsin to restore the old school house where the first flag day exercises were conducted June 14, 1885, by the teacher, Dr. Bernard Cigrand.

Fidelity Has New Plans

Fidelity Life Assn. has introduced a new paid up at age 40 savings and protection plan which provides juvenile double protection to age 18. Also available are a 20-year life payment and a protection to age 65 with life income and double indemnity for accidental death with children acceptable from birth.

Maryland Bills Enacted

The Maryland legislature which now has adjourned, enacted a bill providing that life companies may invest in real estate for profit to the extent of 1% of assets in connection with any one property instead of 1/4 of 1% as in the past. The N.A.I.C. unauthorized insurance bill was enacted and measures were passed to continue in office beyond the statutory retirement age H. A. Joyce, deputy commissioner, and C. F. Stein, actuary.

There was enacted a bill relating to non-forfeiture provisions in life policies.

SALES MEETS

N. Y. Life Holds Sales Meet for Top Agents

New York Life held a three-day educational conference in New York attended by 104 leading agents who qualified for the trip on the basis of sales records in the last quarter of 1948. A session on advanced underwriting was conducted by eight top agents and eight home office agency department members. Raymond C. Johnson, assistant vice-president, was in charge of the meeting.

Agents also were conducted on a tour of the home office to witness the operations of various departments and trace the processing of applications.

A dinner was held in celebration of the 104th anniversary with Mrs. Douglas Horton, president of Wellesley College and New York Life director, as the principal speaker. Chairman George L. Harrison presided.

Bankers Life of Nebraska to Hold Three Sales Seminars

Bankers Life of Nebraska top agents are holding a series of sales seminars in April. Attending agents have qualified by producing in excess of a quota for the first quarter. There will be seminars in Lincoln, April 19-20; Cleveland, April 22-23 and San Francisco, April 28-29.

The meetings are completely planned by an agents committee appointed for each. With the exception of one outside speaker the programs will consist of agents who will discuss sales techniques and plans.

Chairmen for the seminars are R. A. Schenkelberg, general agent at Cleveland, V. A. Marshall, general agent, Fairbury, Neb., for the one at Lincoln, and Julius A. Bertrand, general agent, San Francisco, for the meeting there. Home office men attending all three will be C. H. Heyl, agency vice-president, and E. S. Wescott, agency assistant and sales promotion manager.

Prudential Holds First Western Managers' Rally

Prudential's first annual western agency managers meeting was held at Del Mar, Cal.

Presidential citations for exceptional sales records in 1948 were awarded to Managers Austin Thayer, Seattle; Walter Furman, Long Beach, and Arthur Renning, Fresno. Harry J. Volk, vice-president in charge of Prudential's western operations, made the presentations and displayed the new vice-president's trophy that will be awarded to the outstanding western agency each year.

Ardell T. Everett, superintendent of agencies, and Donald O. Cramer, regional manager, had general charge of the conference.

To serve as an interim liaison body between field and home office management, the managers elected an advisory committee, first of its kind in the western home office, composed of Charles D. Jolly, Denver, chairman; Walter S. Payne and Jack White, Los Angeles.

Not Liable for Commissions

An insurance company is not liable for commissions owed to a solicitor by an agency, the federal court of appeals at Washington, D. C., has held in Rutledge vs. United Services Life, upholding a lower court decision. The court held that there was no evidence that the plaintiffs were misled into supposing that in contracting with the sales agency they were also contracting with the insurer.

AID ASSOCIATION FOR LUTHERANS

Pertinent Statistics January 1, 1949

LEDGER ASSETS	Over \$105,000,000
INSURANCE IN FORCE	Over \$462,000,000
BENEFITS PAID SINCE ORGANIZATION	Over \$ 49,000,000

HOME OFFICE: APPLETON, WISCONSIN

422,000 BOOSTERS

Woodmen members, 422,000 strong, are more than customers for safe, sound, legal reserve Woodmen life insurance protection. Because they also enjoy Woodcraft's fraternal and social activities, they boast about and boost for their Society . . . are our field men's best allies in enrolling their friends.

WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY Omaha, Nebraska

OUR FIELD REPRESENTATIVES SELL COMPLETE PROTECTION

The men and women representing the Equitable Reserve Association have a complete line of protection to offer their prospects.

They have life insurance contracts that provide Protection to take care of every need—Income for the assured—Protection for dependents—Education of Children—Mortgage payment—Accident protection—Salary replacement.

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Controlling Agency Rent Expense

(CONTINUED FROM PAGE 10)

space in the area devoted to agents not housed in private offices, the bull pen. Almost invariably far more desks are provided than the agency ever will have a reasonable opportunity to use. Some of these desks can be eliminated and space and money saved.

The great urge of every personal producer is to get off the "linoleum" and on to the "plush," to move from the "bull pen" into the private office. That is a commendable ambition, but suppose he gets a private office. In the natural course of events he will want a dictating machine, a private phone, a stenographer, special stationery, and other items that add substantially to overhead. The worth of these items in respect to his production is often questionable, and the O'Toole Associates try to discourage any extension of this procedure.

As a case in point, in one agency, among a number of good producers was a young man who was making an exceptional record. The general agent gave him a private office. The other agents thought the young man was putting on airs, and his popularity declined. The bull pen agents figured he was becoming high hat. The young agent became defensive, resentful. It became so unpleasant he determined to leave the agency and the company. Fortunately an agency executive discussed the matter with him. When he learned the true situation, he talked to the entire group and put the solution up to them. The young agent voluntarily suggested that he leave the private office, after which the atmosphere cleared. An unusual case, but one which points up the need for extreme care in dispensation of private offices.

PLAN SPACE USE

If a general agent is anxious to keep rent expense under control, the important thing is to plan the use of the space. For example, it might be advantageous to use smart, modern tables instead of desks. Tables can be put together or two people can be put at one table. Desks for most people today are anachronous. Bulky material is filed or stored. Most clerical personnel except stenographers do not need desks. Usually a table with some drawer space will do the job. Certainly the average agent doesn't need a desk.

Many offices are planned for four-foot aisles, whereas 36 to 40 inches is quite satisfactory; and in the bull pen, where the general agent does not want his men to spend an excessive amount of time, 30 inch aisles are enough.

Too much space is devoted to closets for coats, hats and the like. O'Toole Associates suggest the use of office "valets," which are neat and presentable and occupy only a space 3x2 feet. Closets as such should be eliminated; they should be used for storage, filing, etc.

Store Too Many Supplies

The O'Tooles found that general agents tend to store too many supplies, and suggest that many dollars of unnecessary cost is wasted in material that lies gathering dust in their storerooms. It gets out of date and has to be thrown away. If the general agent needs more supplies he could quickly get them from the home office. He should keep on hand only enough for his use for a reasonable length of time.

On a group of several general agency offices planned by O'Toole Associates, they saved an average of about \$300 per general agency per year. This saving was due largely to proper utilization of the space so that the general agent was paying for no more than enough for his purposes. In another general agency, they effected a \$60 a month saving by eliminating excessive bull pen

and lobby space. In the process they developed a more effective work pattern.

For a general agent earning a 5% over-riding commission, \$300 a year represents the production of an agent with \$200,000 of business a year that runs an average premium of \$30 per \$1,000. Thus for the small-town general agent for whom they saved \$60 a month, the effect was equal to the first year commission on the production of two pretty good agents.

As a general guide to the planning of office space, O'Toole Associates use a space chart which shows the name and job title for six types of workers. Each worker class is shown under column numbers and the space accorded each is given. There is a suggested code of space for the different classes: Executive, 300 square feet, specialist 200, supervisor 100, clerical 60, equipment actual space, and a sixth where no special provision for space is required. This is then totalled. While this chart should be modified in particular cases, it has been used by O'Toole Associates with considerable success in home and field offices for effective utilization of available space.

"It isn't so important what guide or charts you use in planning office space," Mr. O'Toole said. "What is important is that the need for such planning be recognized and that some careful space planning be done."

The net effect of these studies is to place in the hands of the general agent means by which he can reduce one of his main operating costs (the other two being clerical and miscellaneous) and more effectively control them.

State Mutual Issues New Juvenile Plans

State Mutual Life has brought out a new and liberalized series of level benefit juvenile policies for ages one to four. A feature is that on policies issued at age 0 the death benefit of \$250 per \$1,000 increases to the full \$1,000 benefit on the insured's first birthday rather than the first policy anniversary.

The following plans are available on the new basis:

Endowment at age 17-18-19-20 or 21, endowment at age 65, endowment at age 85; 20- and 30-pay endowment at 85; 20 year endowment and retirement income at 55-60-65 for both male and females.

The new contracts are available in all states and in the district of Columbia except New York, where return premium policies are still available.

The company has withdrawn its for-

mer graded benefit juvenile policies and premium contracts for ages 1 to 4 inclusive.

O. M. Cannon in New Post

O. M. Cannon has resigned as assistant vice-president in charge of underwriting and sales manager of Government Employees Ins. Co. of Washington to become executive vice-president of Armed Forces Mutual Life and Acme Mutual of San Antonio. Gen Jonathan M. Wainwright is president of these

companies. Mr. Cannon was with Government Employees 10 years. He serves on several committees of National Assn. of Independent Insurers.

Top Producers All in One City

Officers of the top producers club of Amicable Life are Lee Jones, president; Herman Whitehead, vice-president; and W. P. Dailey, secretary. All are of San Antonio. Club officers are selected on a paid volume basis.

A philosophy that works...

The continuing advancement of the essential interests of its field underwriters is fundamental in Equitable Life of Iowa operations.

Scientific selection, progressive and thoughtfully planned training, and an amplitude of field tested sales aids, are integral parts of a development program the merit of which has become more apparent annually.

As a natural result, Equitable of Iowa field underwriters are noted for the effectiveness of their services and held in ever-increasing esteem by prospects and policyholders.



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Founded in 1867 in Des Moines

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Thos. P. Bowles, Jr., F.A.S.A., F.A.I.A.

Taylor to Address Spring Meeting of Combination Cos.

Charles G. Taylor, Jr., Metropolitan Life's executive vice-president, will be guest speaker at the spring conference for combination companies of L.I.A.M.A. Topic of his address at the three-day meeting at Virginia Beach, Va., which starts May 25 will be "Our Obligation to the Institution of Life Insurance."

Guilford Dudley, Jr., Life & Casualty vice-president, who is chairman, and his committee have arranged a program on "The Job of the Agency Department." About 100 executives of 42 member companies are expected to attend. A feature will be an "Idea of the Year" exhibit.

Find VA Won't Permit Best Marital Deduction Plan Under NSLI Policies

Agents doing programming or service work for veterans with enough property to be liable for the estate tax have run into a snag in connection with National Service life insurance policies. Because of NSLI rules the insured cannot pick a settlement option and still give his estate the benefit of the marital deduction.

The veterans administration will only allow the insured to choose a lump sum mode of payment and then agree to permit the widow to elect income payments after the insured's death. This procedure will permit the marital deduction but it gives the insured no guarantee that his widow will actually have the income from the policy that he intends, for there is of course no obligation on her to choose the income option.

The usual method of qualifying proceeds for the marital deduction is for the insured to choose the income option but give his beneficiary the power of appointment over the proceeds remaining at her death. The government does not require that the widow be given any control over the proceeds during her lifetime but she must be free to dispose of any uncollected proceeds remaining at her death.

Don't Trust Wife's Judgment

While a substantial percentage of widows are undoubtedly competent to have full control over life insurance proceeds, many husbands feel that their wives should be protected against possible poor judgment or the persuasion of relatives that would frustrate the insured's intention that proceeds be paid as income and not as a lump sum, with the consequent opportunity for dissipation.

According to VA sources, the reason for not going along with the usual type of procedure followed in qualifying for the marital deduction is that Congress, in legislating on NSLI, has indicated a wish that proceeds be kept in the insured's estate in so far as possible. Other examples of this are VA's payment of accumulated dividends to the insured's estate rather than to the beneficiary and its refusal to include the common disaster provision often attached to commercial life insurance policies.

Wash. Sales Congress Draws Attendance of 500

SEATTLE—The sales congress of Washington Life Underwriters Assn. drew an attendance of about 500. The Seattle association was host.

Principal speaker was Lester O. Schriver, Aetna Life, Peoria, past president of the National association. Other speakers included Francis L. Merritt, vice-president and director of agencies for Central Life, Iowa; Dean Connaway, New England Mutual, Portland, Ore.; and Bryan Stangle, California-Western States, Seattle.

Shanks Presents Plaque to Oshkosh District Agency

At a testimonial dinner given by Prudential and attended by President Carol M. Shanks, the Oshkosh district office under Peter C. Zimmer was presented with the president's bronze plaque for excelling in sales and other field performance factors in 1948. Other home office officials present were L. E. Kelly, superintendent of agencies, and Arch Dingwall, regional manager. The agency also won the plaque in 1946.

Auto Group Bill Passed By Pennsylvania Senate

HARRISBURG—Legislation to allow issuance of group insurance to cover the financing of automobiles has been passed by the senate. The proposal would amend the 1947 auto finance law to allow automobile dealers to take out group policies to protect their interest in a motor vehicle in the event of the death of the buyer. The legislation also would permit the issuance of policies to cover both the interest of the buyer and the seller of motor vehicles and include the premium in the installment purchase plan.

L. & C. Promotes Laber

John F. Laber has been promoted to supervisor of ordinary for Arkansas, Missouri and Memphis, Tenn., by Life & Casualty. Mr. Laber joined the company in 1936 at St. Louis. He has been superintendent in south St. Louis since 1940.

Postpone Zahn Hearing

The New York court of appeals hearing of the Zahn case has been postponed until April 20.

Walter L. Downing, New England Mutual, Boston, won the New England toastmasters' international speaking contest at Portland, Me.

With K. C. Life

H. H. Edmiston, whose appointment as vice-president and chief investment officer of Kansas City Life was reported in last week's issue, was formerly assistant vice-president of National Life of Vermont and before that was with federal government agencies for some years.



Three Detroit "Ad" Men on L.A.A. Dearborn Inn Card

The program has been arranged for the North Central Round Table gathering of Life Advertisers Assn. at Dearborn Inn, Detroit, April 21-22.

Speakers include Daniel L. Beck, managing director of Executive Selection & Training Center, Detroit, an aptitude testing organization on "Square Pegs in Round Holes in Advertising Departments"; F. Lee Johnston, executive vice-president of Advertising Services Co., Detroit, on "Business Communications"; and Henry G. Little, executive vice-president of Campbell-Ewald Co., Detroit, on "This is Our Problem."

Commerce Dept. Issues Business Cover Leaflets

WASHINGTON—Four leaflets dealing with business life insurance have been published by the Department of Commerce from which they may be obtained.

One of the leaflets describes business life insurance in general, its purpose, and considerations to be taken into account when planning such coverage. The others are specialized discussions of the application of business insurance to the proprietorship, the partnership and the corporate form of organization.

The department said "business life insurance requires careful planning to fit the needs of a particular business" and protect small firms against losses arising from death.

Home Office Underwriters Assn. Postpones Meeting

The executive council of Home Office Life Underwriters Assn. has decided to postpone the annual meeting which was scheduled for May 23-25. Plans are being studied for holding the meeting at a later date.

New Bankers Officers

C. Lambert Trowbridge has been promoted to assistant actuary and Blaine A. Davis has been elected chief appraiser city loans of Bankers Life of Iowa.

Mr. Trowbridge was a Phi Beta Kappa graduate of University of Iowa and joined bankers in 1938. After military service he became a fellow of the actuarial bodies and was named supervisor in the actuarial department in 1947.

Mr. Davis graduated at Washington & Jefferson and got his master's degree with high distinction at Harvard. He joined Bankers in 1946 after extensive experience with Equitable Society and Aetna Life.

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Offers Illinois Agents
Exceptional Agency Opportunity
VERY ATTRACTIVE CONTRACTS

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Excellent Line of Juvenile Policies
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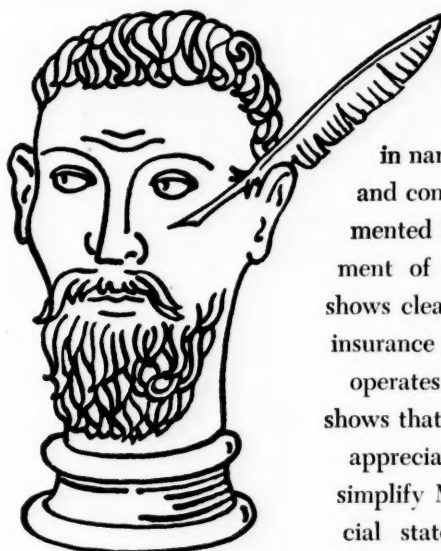
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Sometimes we wish AESOP worked for us!

Aesop was the master of the art of presenting complex material in simple language. Perhaps his talents would simplify one of our most important year-end tasks—explaining to our more than a million policyholders just what we have done with their money during the preceding year. We feel that the major problem is to give them a sound accounting of our stewardship of their funds in non-technical language.

Almost every type of business has its own technical jargon which is not easily understood by people unfamiliar with that business. For that reason, we try to tell the story of our financial progress clearly and readably in our annual reports to policyholders.



They are written in narrative style—short and concise—and supplemented by a unique statement of operations which shows clearly the way a life insurance company actually operates. A recent survey shows that our policyholders appreciate our efforts to simplify Mutual Life financial statements. More of them are reading the reports and finding them interesting.

The Mutual Life report for 1948—distributed in February—follows the same simple pattern. A copy was mailed to each of our policyholders, to all employees, and to others interested in the Company. It's yours for the asking, too.

Our 2nd Century of Service

THE MUTUAL LIFE
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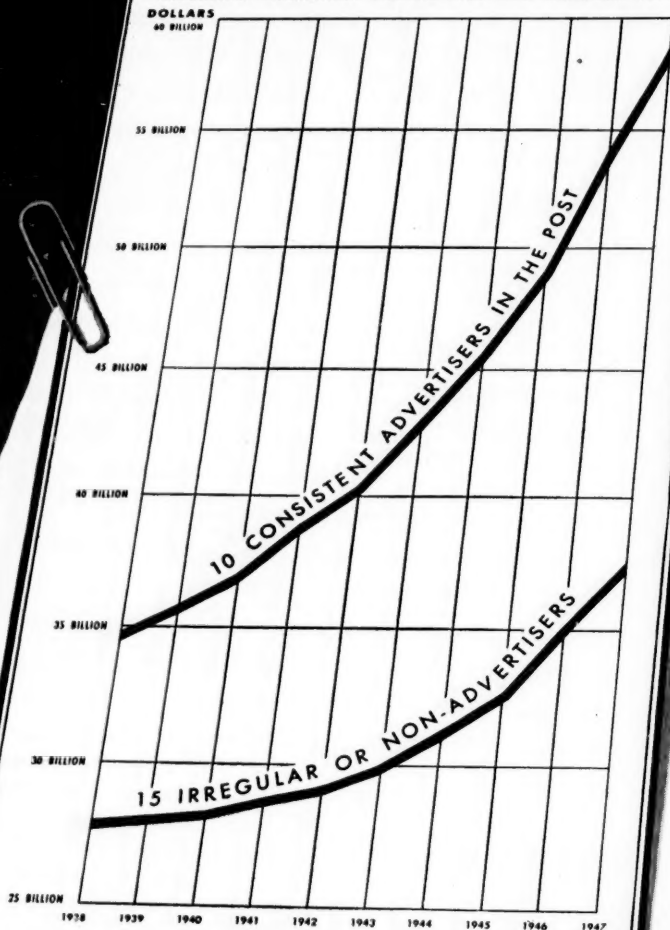


NEW YORK 5, N. Y.

Better do something about this!

MEMO

GRAPH SHOWS THE GROWTH OF ORDINARY LIFE INSURANCE IN FORCE (IN BILLIONS OF DOLLARS) WITH LEADING LIFE INSURANCE COMPANIES DURING 1938 AND THROUGH 1947



During this ten-year period the growth of ordinary life insurance in force among the ten consistent Post insurance advertisers has been two and a half times as great as that of the fifteen irregular or non-advertisers

*It pays to
have the Post
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